

SEVENDYNE

Consultancy Services LLP

Email Marketing Kit

Cold outreach sequences · Follow-up & nurture emails · LinkedIn DM scripts

Segments covered: UK/EU companies hiring in India · India payroll/compliance clients · MVP/app development · Dedicated tech teams

Tone: Formal & Professional · All pricing in USD · sevendyne.com

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SEGMENT A

UK / EU Companies Hiring in India

Compliance-led entry · EOR and team building follow-through · 4-email sequence

Email 1 — Cold Outreach (Send Day 1)

Subject line:

India operations for [Company] — payroll, compliance, and the team behind it

Hi [First Name],

If [Company] is hiring engineers or developers in India — or planning to — the compliance layer is usually the part that catches teams off guard.

GST, TDS, PF/ESIC, Professional Tax, and MCA obligations run monthly and quarterly. Getting them wrong is easy; catching up is expensive. Most European finance leads are not set up to monitor Indian statutory cycles, and rightly so.

We run this for a UK engineering client we have supported for over five years, and for German product and data teams today — payroll, HR operations, and all statutory filings from one accountable partner in Kochi, Kerala.

No India entity is required for many workforce models.

If India headcount is on your roadmap for 2025 or 2026, it may be worth a 30-minute call to walk through what the compliance and employment structure actually looks like — before the first hire.

Would that be useful?

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

[Phone] | sevendyne.com

Email 2 — Follow-Up (Send Day 5)

Subject line:

Re: India operations for [Company]

Hi [First Name],

Following up briefly on my note from earlier this week.

The question we hear most often from UK and European companies at this stage is: how do we employ someone in India without building a full local entity and finance function?

The short answer is that it is possible — with the right employer-of-record structure and someone running statutory compliance end-to-end. We have done this for clients in the UK, Germany, Malaysia, Singapore, and the Gulf, with Indian statutory filings and payroll live in each case.

A few reference points from our pricing page, if useful:

- Dedicated mid-level developer: USD 2,500/month all-in
- Senior/Lead or specialist (C++, embedded, data engineering): USD 3,200–3,500/month all-in
- Management retainer per client engagement: USD 400/month
- Compliance and payroll retainers scoped per engagement after a short discovery call

Happy to share a planning-level estimate for your likely headcount within 24 hours if you send a brief outline.

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

Email 3 — Value Add (Send Day 12)

Subject line:

What India payroll compliance actually involves — a quick reference

Hi [First Name],

I will keep this brief. In case it is useful context before any decision on India hiring:

India statutory obligations for a company with employed staff include monthly PF and ESIC contributions, TDS deductions and quarterly returns, state-level Professional Tax, GST cycles if applicable, and annual MCA/ROC filings. Each has its own portal, timeline, and reconciliation requirement.

We manage all of this under one engagement using Zoho Payroll, Zoho People, and Zoho Books — structured workflows, not spreadsheets — and your overseas finance lead receives reporting they can act on.

If this is coming up in your planning at any point, we are easy to reach. No commitment required for an initial call.

Schedule a 30-minute call: calendly.com/sevendyne/30min

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

Email 4 — Final Outreach (Send Day 21)

Subject line:

Closing the loop — India staffing and compliance

Hi [First Name],

Last note from me on this.

We work with companies at very different stages — some with India entities already in place who need compliance running reliably, some building their first India team and navigating EOR and payroll for the first time. Either way, the engagement model is the same: one point of contact, direct access to the people doing the work, and no enterprise sales layers.

If the timing is not right now, our details are below. If it is, the fastest path is a 30-minute call where we can confirm whether we are a good fit before either side invests further.

Schedule here: calendly.com/sevendyne/30min

Thank you for your time.

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

sevendyne.com | linkedin.com/company/seven7dyne

SEGMENT B

India Payroll & Compliance — Entity Exists

Compliance is the pain point · Entity already established · 3-email sequence

Email 1 — Cold Outreach (Send Day 1)

Subject line:

India statutory compliance — GST, TDS, PF/ESIC, MCA in one place

Hi [First Name],

If [Company] has an India entity — LLP or Pvt Ltd — you will be familiar with the monthly and quarterly compliance cycle: GSTR-1, GSTR-3B, TDS returns (24Q and 26Q), PF/ESIC challans, Professional Tax deductions, and annual MCA/ROC filings.

When these are managed across multiple vendors or internal spreadsheets, the risk of a missed deadline or a reconciliation mismatch grows with every cycle.

We have run this for international companies — UK, Germany, Malaysia, Gulf — from a single engagement out of Kochi since 2016. Zoho Books-based accounting, structured monthly cadence, and one point of contact for your finance lead.

Would it be worth a call to see if we are a better fit than your current arrangement?

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

sevendyne.com

Email 2 — Follow-Up (Send Day 6)

Subject line:

Re: India statutory compliance

Hi [First Name],

Quick follow-up to my earlier note.

A few things that distinguish how we run India compliance versus a typical CA-only arrangement:

1. One engagement covers all statutory threads — GST, TDS, PF/ESIC, Professional Tax, MCA — not individual advisors per function.
2. Zoho-based accounting and reporting — your overseas finance lead gets clarity, not a quarterly summary.
3. We also run payroll and HR operations — so if headcount changes, compliance adjusts without a separate vendor.

Compliance and filing packages are priced as a fixed monthly USD retainer per engagement. We respond with a working figure within 24 hours of receiving your entity scope and headcount.

Worth a brief call?

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

Email 3 — Final (Send Day 18)

Subject line:

India compliance — one last note

Hi [First Name],

I will not occupy your inbox further after this.

If your India compliance is currently managed and running well, there is no case for change. If there are gaps — inconsistent reporting, missed filings, or a growing team that has outpaced your current setup — we are worth talking to.

India compliance services: sevendyne.com/services/india-compliance/

Schedule a call: calendly.com/sevendyne/30min

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

SEGMENT C**Startups & MVP / App Development**

Product delivery angle · Compliance as secondary · 3-email sequence

Email 1 — Cold Outreach (Send Day 1)

Subject line:

India-based senior dev team for [Company] — app delivery since 2016

Hi [First Name],

I am reaching out because [Company] appears to be at a stage where a focused development engagement — rather than a large agency or a solo contractor — may accelerate delivery.

We run small, senior-led teams in Kochi, Kerala, with a track record across Laravel, Vue, Python, C++/Qt, Node.js, PostgreSQL, and REST integrations. Recent builds include a Zoho + OpenAI recruitment automation platform, Spree Commerce implementations, and trading and IoT dashboards for clients in Europe and the Gulf.

For MVPs, our typical engagement runs 8–16 weeks at USD 12,000–25,000 all-in. For scoped project work, focused integrations typically start from USD 10,000; multi-month products range from USD 25,000–60,000 depending on complexity.

If you have a product brief or a scoping question, we are easy to reach. No sales process — just a direct conversation about whether we are the right team for the work.

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

sevendyne.com/portfolio/

Email 2 — Follow-Up (Send Day 7)

Subject line:

Re: development team for [Company] — portfolio and pricing

Hi [First Name],

Following up briefly.

A few specifics that may help: our teams are not shared across clients — whoever we place works full-time on your product. We are a founder-led operation, which means you talk to the people running delivery, not an account manager relaying messages.

Our portfolio brochure covers recent client work if that is useful context:

sevendyne.com/portfolio/Sevendyne-Portfolio-Brochure.pdf

For new projects, the most useful starting point is usually a 30-minute call where we work through your scope, timeline, and stack — and give you an honest view of whether we are a good fit.

Schedule here: calendly.com/sevendyne/30min

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

Email 3 — Final (Send Day 18)

Subject line:

Closing the loop — development engagement

Hi [First Name],

Last note from me.

If product development is a live priority and you would like a direct view of costs and timelines before committing to a longer process, we are a straightforward option to evaluate.

Pricing ranges: sevendyne.com/pricing/

Send a brief: sevendyne.com/contact/

Thank you for your time.

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

SEGMENT D

Dedicated Offshore Tech Teams

EOR and team building · Compliance bundled · 4-email sequence

Email 1 — Cold Outreach (Send Day 1)

Subject line:

Dedicated India tech team for [Company] — fully employed, compliance included

Hi [First Name],

If [Company] is evaluating India-based engineering capacity, the part that typically creates the most friction is not finding the talent — it is the employment, payroll, and statutory compliance that follows.

We source, vet, and manage India-based developers and engineers, then run their employment, payroll, and all India-side compliance — so your team leads direct delivery without managing HR or statutory obligations.

Our rate card is one global USD rate regardless of your location:

- Junior developer: USD 1,800/month all-in
- Mid-level: USD 2,500/month all-in
- Senior/Lead: USD 3,200/month all-in
- Specialist (C++, embedded, PLC-SCADA, data engineering): USD 3,500/month all-in

Flat management retainer of USD 400/month per client engagement. One-time USD 400 onboarding per hire. No percentage-of-salary models.

We have run this for a UK engineering firm for over five years and for German clients in app and data today. Happy to share a planning-level proposal within 24 hours of a short brief.

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

sevendyne.com

Email 2 — Follow-Up (Send Day 6)

Subject line:

Re: India tech team for [Company] — how engagement works

Hi [First Name],

Following up on my note earlier this week.

The model in plain terms: dedicated staff are not shared across clients. You direct delivery day-to-day. Sevendyne employs them, runs monthly payroll, handles PF/ESIC, TDS, and all India statutory filings, and gives your finance lead structured reporting each month.

Most engagements start with one or two engineers; several of our clients have been with us for multiple years. The onboarding timeline from brief to placement is typically two to four weeks depending on role and seniority.

Would a 30-minute call be useful to walk through your requirements?

Schedule: calendly.com/sevendyne/30min

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

Email 3 — Value Add (Send Day 14)

Subject line:

India EOR — what the compliance layer actually covers

Hi [First Name],

A brief note that may be useful context if you are comparing India EOR or staffing providers.

What our engagement covers beyond the developer salary:

- Monthly PF and ESIC contributions and returns
- TDS salary deductions and quarterly 24Q filings
- Professional Tax state registration and deductions
- Payslips, attendance, and HR records in Zoho People
- Annual statutory compliance coordination with your auditor

All of this runs under one fixed monthly retainer — not a percentage of salary, not a per-filing fee.

If that structure is useful to evaluate, the fastest path is a brief description of your team requirements sent to sevendyne.com/contact/, and we will respond with a working USD figure within 24 hours.

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

Email 4 — Final (Send Day 25)

Subject line:

Last note — India tech team / EOR

Hi [First Name],

I will close this thread here.

If building an India engineering team is on your roadmap and you would like a direct comparison of how our model works against alternatives, we are happy to walk through it without commitment.

sevendyne.com | calendly.com/sevendyne/30min

Thank you for your time.

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

SEGMENT E

Follow-Up & Nurture Emails

Post-call · Brochure download · Stalled prospects

Nurture 1 — Post-Call, No Decision (Send 1 week after call)

Subject line:

Following up — [Company] / Sevendyne next steps

Hi [First Name],

Thank you again for the time last week.

As discussed, I have outlined below the engagement structure we believe fits [Company's] requirements:

[Personalise: insert 2–3 lines summarising the call — e.g. "Two mid-level developers for your product team in the UK, fully employed by Sevendyne with monthly payroll and India compliance managed on our side, at USD 2,500/month per developer plus our USD 400/month management retainer."]

If you would like a written proposal or a scoped estimate before the next internal conversation, I can have that to you within 24 hours.

Happy to answer any further questions by reply or on a brief call.

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

Personalise the bracketed section above before sending.

Nurture 2 — Brochure Download / No Reply (Send 5 days after download)

Subject line:

Your question about Sevendyne — happy to help

Hi [First Name],

I noticed you had a look at our materials recently. If you had a specific question — about pricing, how engagements are structured, or whether we cover a particular compliance requirement — I am happy to answer directly by reply.

No commitment required. We find a short, direct exchange is usually more useful than another email.

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

sevendyne.com

Nurture 3 — Stalled Prospect (Send 30 days after last contact)

Subject line:

Checking in — [Company] / India operations

Hi [First Name],

It has been a few weeks since we last connected. I wanted to check in briefly in case your priorities have shifted or a new requirement has come up.

We are currently supporting engagements across payroll and compliance for European companies with India entities, dedicated development teams, and a small number of new MVP projects. If any of those are relevant to what you are working on now, I would be glad to pick up the conversation.

Otherwise, no pressure — we are here when the timing is right.

Best regards,

[Sender Name]

Sevendyne Consultancy Services LLP

SEGMENT F

LinkedIn DM Scripts

5 scripts · Segment-matched · Connection note included

Script 1 — UK/EU Company — India Hiring Signal (Ops/Finance)

Hi [First Name],

I noticed [Company] has been expanding operations in India — congratulations on the growth.

When teams reach that stage, the India payroll and compliance layer (GST, TDS, PF/ESIC, MCA) can become a real overhead for finance leads who are not based locally.

We have been running this for European companies since 2016 from Kochi — including a UK engineering client we have supported for over five years. Happy to share how we structure it, if that is useful.

Script 2 — Startup CTO / Engineering Leader — Dev Team Angle

Hi [First Name],

I came across [Company] and was interested in your engineering work on [area if known].

We run dedicated India-based engineering teams for European product companies — fully employed and managed by us, so your tech leads direct delivery without handling HR or compliance. All-in USD rates, no percentage models.

If you are ever evaluating India capacity, happy to share specifics.

Script 3 — Founder / CEO — Compliance-First, Entity Exists

Hi [First Name],

If [Company] has an India entity, you will know the compliance cycle — GST, TDS, PF/ESIC, MCA — adds up quickly without a disciplined system running it.

We manage this end-to-end for international founders from Kochi, on a fixed monthly USD retainer. Zoho-based accounting, one point of contact, reporting your overseas finance team can rely on.

Worth a conversation?

Script 4 — Startup Founder — MVP / App Dev

Hi [First Name],

Congratulations on [milestone/recent funding/launch if visible].

We run focused MVP and product development engagements from India — 8–16 week builds, senior-led teams, USD 12,000–25,000 range. Recent work includes a Zoho + OpenAI automation platform, a trading dashboard, and e-commerce implementations for European clients.

If you are at the stage of scoping a build, happy to have a direct conversation about fit.

Script 5 — Connection Request Note (Universal)

Hi [First Name],

I work with Sevendyne — India payroll, compliance, and tech teams for European companies since 2016. We support UK and German clients with dedicated developers, EOR, and statutory filings. Happy to connect.
