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Editor's Note

Decoding the Secret of Success with Consultants

Remember the time when you were dealing with some issue in your life and even though you might think you can handle your life on your own but you are unable to. And then, eventually you look for friends and family for their opinions? This is the same for businesses. Most business owners spend a lot of time and money while starting a business and this is the reason why they treat their business as their babies. And nurturing the baby in the right way for its growth and success is very important.

While the internal teams are well skilled to handle business challenges, no matter how hard teams works to grow and develop their company, there often comes a time when a business might need outside help to thrive. A consultant works with clients on various aspects of planning, strategy, problem-solving and beyond. From providing information and guidance to helping executives or upper management master business skills in their unique industry. You can also count on a consultant to provide constructive criticism while training and teaching employees, and even do some unpleasant tasks like eliminating staff who contribute little to your business. Additionally, if your company has been going downhill in recent years, a business consultant can help you make the necessary modifications to revive your company.

While hiring a consultant might seem expensive, especially at the beginning of the project, this is a common misconception that most businesses have. Hiring a consultant is an investment that has become the need of the hour in 2020. If you trust your consultant, they will use their experience and expertise to steer your business towards growth while getting your work done right, instead of just getting done. Taking note of the growing number of consultants and the increasing rate of businesses looking to hire consultants, in this annual edition of Consultants Review magazine, we have shared the success stories of such brands who are setting a niche in their respective sectors with their out-of-the-box thinking and unique offerings. It can be difficult to make the choice to hire the right consultant, however, the rewards are often worth the investment.

Your ideas are always welcome!



Deepshikha
Deepshikha Singh
Managing Editor
Consultants Review

Consultants Review

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IN MY OPINION

A NOTE FOR A MODERN MARKETER:

CONTENT IGNITES ENGAGING CONVERSATIONS WITH MILLENNIALS

By Neha Kulwal, Country Manager, Admitad India

Holding an MBA in Finance & Marketing from ICFAI Business School, Neha has close to decade of experience in the sales & marketing domain, and specializes in Search Engine Optimization, Customer Relationship Management, Market Research, and Management areas.

Ever since marketing was acknowledged as a discipline in its own right, marketers have been using a multitude of tools and strategies to reach-out to their target audiences. However today, when technology is permeating through to each and every part of our day-to-day life, marketing is undergoing unprecedented changes at a rapid pace. Strategies that have held true for decades have largely become redundant, and new approaches that emerged only a few years ago are no longer that effective. It is clear that modern-day marketers have to evolve in step with this change in the sensibilities of their target audiences and fast-evolving trends in content consumption.

A question here arises: why is this change happening? Because our millennial consumers have so many choices available to them today, be it in terms of content or services. Such

wealth of options ties into and feeds their love of experimenting with newer products and instant gratification. This is why marketers need to think beyond flashy ads and focus on creating a unique value proposition. They need to be authentic in order to engage millennial audience, and to get these new-age consumers to 'stop scrolling and start clicking'.

The Power of Social Media Influencers & Affiliate Networks

Social media has become like a chai point that millennials visit anytime they want. What makes it different is the amount of time that they do spend there; according to recent market research, millennial audience spent upwards of six hours every week on various social media platforms. More importantly, the Fear Of Missing-Out (FOMO) on social media makes 57 percent of them make unplanned purchases. This makes social media a lucrative avenue for



Neha Kulwal,
Country Manager

marketers looking to engage their target audience and to drive favourable purchase decisions.

One of the biggest social media marketing trends to have emerged in recent times is the marriage of influencer and affiliate network marketing. It combines the distribution and tech capabilities of affiliate networks with the strong connect that top social media influencers/bloggers have with their followers to create tangible brand impact in an organic manner.



Such an integration establishes influencers as new-age publishers and unlocks newer ways of monetising their reach and receiving payments. Moreover, through various support tools and performance data, affiliate networks also help influencers gain insights into the reception of branded content amongst target audience, enabling them to generate better content over time.

Brands, on the other hand, get access to native content created by top social media influencers on a larger scale through affiliate networks. There is also the ripple effect – the hallmark of any engaging social media content – to consider. Native brand integrations in influencer content can create organic conversations that can have a cascading impact through word-of-mouth, thus creating a strong resonance for the brand and/or product amongst the target audience. A strong enough influencer affiliate marketing campaign can also go viral and be picked-up by traditional and new-age media houses

Affiliate networks can also help brands measure the performance of their influencer affiliate campaigns to identify what kind of content works well with which consumer demographic

as a case study, further adding to the impact of the brand campaign.

Affiliate networks can also help brands measure the performance of their influencer affiliate campaigns to identify what kind of content works well with which consumer demographic. This allows them to pursue more relevant influencer

partnerships in the future. Through multiple measurement and verification tools, affiliate networks also ensure that only authentic traffic is reported, thus raising the trust and credibility in the digital marketing domain.

The Road Ahead

It's a fast paced digital world we're living in, and consumers love experimenting with new ways of consuming content. More than that, they trust the influencers that they follow to recommend products & services that are relevant to them. Social media has become the new word-of-mouth channel. Marketers should therefore look beyond paid online ad space or content to influencer affiliate marketing in order to pull-in and retain today's millennial consumers. After all, content is still the king, but it should also ignite conversations that interest today's millennials – through the channels that they most frequently engage with. **CR**

ConsultantsReview CONSULTANTS OF THE YEAR- 2020

2020 has been a strange year for everyone and the covid19 pandemic, as well as the resulting lockdown, has put our lives and our economy through unprecedented scenarios. The corporate realm has also faced the brunt of the hit brought in by the pandemic and businesses across the globe have suffered financial loss owing to this and the lack of business has pushed some organizations towards bankruptcy and shutdown. With that said, businesses that have been able to plan accordingly and adapt to the changing scenarios have been able to ride this storm and are coming out of it even stronger than before. 2020 has also been a year where many business owners truly acknowledged the importance of having a business consultant that can advise you in the different facets of your operations. Starting from finance to marketing and area-specific services to holistic business solutions, consultants of different sizes and stature has been able to handhold their clients during these challenging times and have helped them to avoid unforeseen potholes and business losses.

Understanding the financial turmoil that has happened in the economy, many of these consultants have been able to come up with cost-effective consultancy solutions so that they offer unique value propositions to their client's business operations. With more and more business owners starting to depend on consultants to improve the efficiency of their operations, the business consultancy market segment is set to inflate more in the future which will open up new development opportunities for upcoming businesses to not just survive but achieve sustained success in the industry. Even though this is a welcoming sign, it is now more crucial than ever to choose the right business consultant that can offer value-added services to your business operations and guide you towards success in the industry in the long-term.

Witnessing the unprecedented growth of the consultancy sector, the current edition of Consultants Review magazine recognizes best-in-class consultancy firms amongst 'Consultants of the Year - 2020'. The list holds some elite names recognized for their unparalleled and unique services in the consultancy domain. Handpicked after a vigilant study of the current market scenario, the names decorating the list are pioneers of the industry as per our knowledge and belief.



EVENT MANAGEMENT CONSULTANT

3Mark Services

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PUBLIC RELATION
SOLUTIONS TO BRING
UNIQUE VALUE
PROPOSITIONS FOR THEIR
CLIENTS

Creating a brand value for an organization is crucial to stand out from the rest of the competition in the industry. Effective public relation and corporate reputation strategies are crucial in order to not just create but also maintain brand value and image in the current highly competitive market scenario. The PR industry is fast expanding in the country with many top players entering the market segment. 3Mark Services is one such pioneering company that was established in 2014 with an aim to initiate practices in corporate reputation, effective and efficient public relations, sports, showbiz, politics, corporate, retail sector, celebrity management, image buildings and more. The company's aim is to fulfil the demands of their clients in the best way possible by offering top-notch public relation services.

Innovation and Business Excellence

3Mark Services is known for innovative strategies and ideas apart from providing beneficial solutions to their clients to help build a strong image in the competitive business world. "3Mark Services is a leading Public Relation firm in the Southern states of India and also amongst the most renowned PR firms of India. Though our expertise has grown and we have been offering other forms of business solutions, PR



**SAMEER SHEIKH,
FOUNDER,
3MARK SERVICES**

HIS ABILITY TO ACKNOWLEDGE A GAP IN THE INDUSTRY AND DERIVE PROFITABLE BUSINESS PLANS OUT OF THAT HAS BEEN A CORNERSTONE BEHIND THE SUCCESS OF 3MARK SERVICES. GOING FORWARD, SAMEER HAS LAID OUT A FOOL-PROOF FUTURE ROADMAP FOR THE COMPANY TO ACHIEVE GREATER HEIGHTS.

HEADQUARTER: HYDERABAD

OFFERINGS: PUBLIC RELATIONS, EVENT MANAGEMENT, WEDDING PLANNING

is still at the core of our approach to integrated communications. We believe that 'Your smile is your logo, Your personality is your business land, how you leave others feeling after an experience with you becomes your trademark'. We feel proud for understanding our clients' businesses — stimulating and managing dialogue to deliver your brand's messaging and thought leadership through a range of channels. Our public relations services are based on the idea of 'Effective and Efficient PR'. It is to utilise all the possible forms of communication to express the desired message of the clients widely and clearly to the public. At its heart, effective PR is about taking advantage of the countless communication and means of expressing the opportunities in today's world that enable people to start thinking, talking and having a desirous perspective about your business. Owing to the uniqueness and effectiveness of our services, we have also received an award from Humanity First Foundation for the best event management service in 2018", avers, Sameer Sheikh, Founder, 3Mark Services.


Public Relations is not an easy job. Juggling clients, staying in touch with editors, forming relationships with influencers, coordinating story placements and maintaining cohesive strategies can be overwhelming. 3Mark Services acknowledges the fact that the best way to combat this stressful career path is through an organized and streamlined approach to work and hence they ensure a separate team for separate clients for the efficient process and execution. To streamline their business operations and work in an optimal manner, 3 Marks Services believes in collaborative work culture and the company strives for employee satisfaction and all employees at the company are treated as one avoiding the hierarchy. 3Mark Services also gives opportunities to the fresher to work closely with clients and ensure they themselves find solutions to the challenges that come their way and they appreciate top employees/performers and promote team-building activities to bind employees together.

Breaking New Business Frontiers

The quality and efficiency of their services have helped 3Mark Services to not just create but maintain an ever-expanding clientele that includes companies such as Taxi For Sure, Yahoo India, E-Trio, Building Block Groups, and BTCT-Bangaru Thalli Charitable Trust to name a few.

Adding further about the growth of 3Mark Services, Sameer says, "We have been growing and trying to scale, but we have been constantly encountering some obstacles our way. The focus here isn't on pure innovation but expanding on what's already working for the business. Moreover, we have fastened our belts for upcoming opportunities and as per our servings, we are on a great growth line. 3Mark Services began its work from the entertainment industry and after working with renowned celebrities and creating a strong presence; we are widely accepting new creative objectives related to our firm for better service. BBG Foundation is bringing change with its Mission for Empowering Girl Child and we collaborated with them with so much honour as a PR firm. We have also organised and executed India's first B2B Online Jewellery Exhibition".

EVOLVING WITH THE CHANGING TIMES, 3MARK SERVICES HAS LAID OUT UNIQUE STRATEGIES AND INNOVATIVE BUSINESS PLANS FOR THE COMPANY TO THRIVE IN THE FUTURE INCLUDING DEVELOPING THEIR SOCIAL ENGAGEMENT AND FOCUSING MORE ON THEIR MARKETING VERTICAL

Evolving with the changing times, 3Mark Services has laid out unique strategies and innovative business plans for the company to thrive in the future including developing their social engagement and focusing more on their marketing vertical. By staying ahead of the technology curve, the company is striving to continue to put some space between them and the rest of the competition and this concept of being a unique entity in the market is clearly showcased in their philosophy of 'Lead with People and Business will flow and Experiment today to strengthen the business for tomorrow'. 

A FINANCE LEADER'S MANTRA IN TODAY'S ERA OF DIGITISATION

By Neeraj Dotel, MD - India & SAARC, SAP Concur

Having completed his degree from Veermata Jijabai Technological Institute, Neeraj has been serving his duties for almost a decade now. His professional journey has been very challenging and have been part of various companies such as Dell EMC, Compuware, Quadio Labs, and presently he is offering his services as Managing Director at SAP Concur.

In today's dynamic business environment, a Chief Financial Officer's role is no longer restricted to the finance function. Traditionally, the CFO's role entailed supervising, managing and engaging the work of the financial controller, credit manager and insurance manager, which is extremely challenging. CFOs are now wearing different hats and playing diverse roles, owing to global financial scenarios, rise of big data and the impact of social and digital media. Companies need to ensure that CFOs come from diversified backgrounds, with experience that cuts across industries and business environments, to be able to demonstrate new skills sets and capabilities that are not always traditionally associated to the accounting profession including business planning, risk management, influencing and strategic thinking.

While consumer payments are going digital on mission mode, most payments in the corporate world in India are still trapped in paper bills, cash transactions and hardbound files saved for audit trails. Sensing opportunity in digitising these, new-age companies are trying to bring innovative solutions. But challenges are aplenty.



Neeraj Dotel, MD

Here are 5 technology trends that CFOs need to consider for the finance team and the enterprise:

- **Predictive Analytics & Data:** It will continue to drive business decisions with more precision and insight than ever before. By further 'democratizing' data, business leaders will be able to have greater insight into real-time spending as well as better forecasting capabilities — both can help maximize the return

on spend.

- **Robotics:** It will take over more back-office operations in areas such as Accounts Payable (AP) and Accounts Receivable (AR). The result is that in the next five years, many transactions will be handled without intervention, streamlining workflow management such as expense approvals and reimbursements.

- **Cloud Computing:** The next-generation of cloud computing will spark the explosion of connected devices and more real-time user interfaces over the next four to five years. The architecture of IT will flip upside down, as data and content move to centralized cloud data centres and other platforms.

- **Cyber Security:** It will remain a hot topic, given that 2017 was riddled with high-profile attacks. CFOs need to step up their game as risk managers and ensure



that they have the latest processes to protect the sensitive data of customers, employees, and business partners, and in turn ensure that third parties are also safeguarding company information.


- **Budgeting:** Budgeting processes and technologies will continue to evolve. As a result, finance will need to hone its tech skills during the budgeting process. The focus must be on building platforms that enable integration and integrity, thereby solving the issue of too many data sources. Technology supporting the budgetary process should also enable flexible analysis (line-item detail, what-if analysis, ongoing adjustments, and on-the-fly analysis).

Absorption of new generation employees is making organisations rethink how work is done. With the evolution of big data, business leaders have been provided with access to more information than ever before, and globalization has opened new opportunities as well as new risks for businesses. These have not just changed the way businesses are carried out but also the role of finance.

Over the period, finance leaders have transformed themselves into a multi-tasker; their responsibilities have evolved from business strategy to operations to IT risk management. The role of finance now involves all areas of business.

While consumer payments are going digital on mission mode, most payments in the corporate world in India are still trapped in paper bills, cash transactions and hardbound files saved for audit trails.

It's exciting to watch CFOs step into bigger, more prominent roles. This new crop of leaders isn't afraid to take chances and push their companies into the future. They understand the big picture, and the hard facts to back up their recommendations. As their role evolves, CFOs are helping to actively forge the organization's path to success.

Advances in disruptive technology will transform life, business, and the global economy. Digitization will have a major impact on finance processes and finance professionals, as well. Now is the time for CFOs to step up and play a major role in guiding their company through the digitization journey. An important initial step will be setting up a digital agenda and roadmap. In short: The modern CFO is here to stay. Are you ready? 

PROCUREMENT CONSULTANT

**JAIDEV, FOUNDER - CEO, AAMIRAV**

JAIDEV HAS TO HIS CREDIT THE DEVELOPMENT OF MANY PRODUCTS AND CONTINUES TO WORK CLOSELY WITH LEADING MNCs IN THE FMCG SECTORS. JAIDEV'S INNOVATIVE IDEAS AND CONCEPTS HAVE ESTABLISHED MANY PRODUCTS AND BENEFITED CLIENTS SIGNIFICANTLY IN SAVING COSTS AND CREATING A MARKET FOR THEIR PRODUCTS. MANY OF THE PRODUCTS WHICH HAVE BEEN SUCCESSFULLY MARKETED BY HIM INCLUDE SURFACTANTS, PHOSPHONATES, POLYMERS, ZEOLITES, BENTONITES, SODIUM ALUMINATES, AND MANY OTHERS. AWARDS AND RECOGNITION RECEIVED BY JAIDEV INCLUDES - SHORTLISTED BY A LEADING MNC AS ONE OF THE 3 TOP COMPANIES THAT CONTRIBUTED THE MOST INNOVATIVE IDEAS TO THEM, APPOINTED AS A JUDGE (INDUSTRY REPRESENTATIVE) FOR SELECTION OF AWARDS TO THE BEST INDUSTRIES IN INDIA - COUNCIL OF FAIR BUSINESS PRACTICES IN INDIA.

OFFERINGS: CONSULTANCY SERVICES IN THE AREA OF PERSONAL CARE (SOAPS, TOILETRY PREPARATIONS, SUN SCREENS, AND MORE) COSMETIC SPECIALITIES

HEADQUARTERS: MUMBAI, MAHARASHTRA

AAMIRAV

DRIVEN BY INNOVATION & PASSION TO ACHIEVE BUSINESS EXCELLENCE

The Indian corporate realm is moving at a rapid pace and businesses across various industry verticals are struggling to find a foothold in the market. Going against the grain, Aamirav is one business establishment that has been able to consistently improve themselves and create a niche in the market. Jaidev, the Founder-CEO of the Company is an industry stalwart with decades of industry expertise and experience. Leveraging on his marketing and technical skills, Jaidev has excelled in all the Companies that he has worked for and it is during this tenure he came across smaller sized Companies that had excellent product innovations but lacked the ability to develop and commercialise them. Identifying this business opportunity as one of high potential, Jaidev established Aamirav which offered top-notch support and consultation to these Companies in development, manufacturing, marketing and supply chain to exploit their innovations, all under one roof. Jaidev emphasises that Aamirav has been able to grow into a unique entity in the Indian consultancy space by providing relentless and sustainable value add, to clients encompassing technical as well as non-technical spaces. He believes that what is very important is long lasting client relationship. He considers Aamirav as partners in progress with his clients and he is willing to go the extra mile to achieve success for them because that is the only way he finds satisfaction. Jaidev adds "If you asked me to summarize what is Aamirav's work ethic and culture, I would say that Aamirav stands for innovative solutions, driven by passion, a strong code of ethics & professionalism resting on a bedrock of expertise, single-mindedly focussed on delighting the client." Aamirav has grown from USD 2000 in 2005 to a multi-million dollar business today with offices in Mumbai & Pune and a Collaboration/Distribution Center in Singapore with BELGES (Andy Lee).

Enabling Clients Achieve Business Objectives

Currently, the Indian landscape is cluttered with a number of consultants and service providers and although some of them are technically proficient in their own field, they generally lack cross-functional and multi-dimensional expertise. As a result, businesses face the daunting task of dealing and managing a sizable number of consultants to meet their needs and this fragmented approach is inefficient, cumbersome and expensive. Jaidev realises that the need of the hour is consultants who are able to address client needs across the spectrum ranging from sourcing, re-packing, technical development, prototypes production, commercialization, toll manufacturing, marketing, and auditing. This is exactly where Aamirav excels, in being a one-stop-shop for your myriad needs and has enough success stories for their clients including MNCs to prove their point.

Further elaborating about the services offered by the Company and the various industries that they cater to, Jaidev asserts, "Aamirav offers solutions from product conception to commercial production. This includes, for example, FMCG product development, where we support the client right from product development in our well-equipped laboratory, followed by prototypes manufacture in the pilot plant, using our semi-commercial facilities for seeding of product in selected geographies followed by assistance for full scale production. We also offer comprehensive support for supply chain related activities including product re-packing and consolidation of cargo and act as a single source solution provider for activities ranging from import & local ware-housing of raw materials to auditing of the manufacturing process/ ensuring final product quality. Our targeted clientele is FMCG businesses, Perfumery Companies, and Specialty Chemicals Companies. Toll manufacturing of clients products to support the 'Make in India' initiative, has just been introduced for aroma ingredients and specialty chemicals and now we have facilities for esterification, hydrogenation, Friedel-Craft and other complex chemical reactions."


Our People - Our Strength

Employees are one of the most important assets of any organization and the quality and expertise of your employees can make or break a Company. When asked about the employee expertise and experience of Aamirav, Jaidev, says, "We have a combined experience of over 100 years by our key personnel in aroma ingredients, specialty chemicals and FMCG product development from the concept to manufacturing to distribution stages. We adopt a holistic approach to product development and providing

services. We believe that we have the advantage, which very few have, of having a team of skilled professionals who are equally adept and have expertise in technical and non-technical areas. Our multi-faceted expertise ensures that our clients are assured of world-class support and services in one location. This ensures seamless service and the handover complexities when you have multiple agencies operating, are not seen here".

AAMIRAV IS AIMING TO TAKE A DIFFERENT APPROACH AND PLANS TO BUILD BY FOCUSING ON THEIR STRENGTHS AND EXPERTISE FOR A MORE ORGANIC GROWTH

Aamirav's team includes Winston Pereira, retired Director, Unilever with 40 years experience in Fabric Wash/Fabric Care across Asia and the Globe. Also Aamirav has been recently strengthened by Amay Merchant who brings a unique set of skills & competencies, acquired at Morgan Stanley (USA), in rigorous development of a systems analytical approach based on real time market analysis, market intelligence platforms and data mining to provide optimized solutions to clients and guide business decisions in identifying market opportunities for growth

The industry knowledge of the team and the guidance and wisdom of Jaidev has helped Aamirav to become one of the most sought-after names in the industry and some of the major clients that the Company has worked with include Hindustan Unilever, P&G, S. H. Kelkar, DRT (France), Pinova (USA), ATUL, Eternis, and Belinka-Slovenia to name a few. Apart from this rapidly increasing clientele, Aamirav has also been able to clock impressive growth figures even during the ongoing COVID-19 pandemic. Going forward, Aamirav aims to stay focused on their core areas of expertise which are supporting growth of nascent Companies with a thrust on 'Make in India' as well as the areas of laundry, fabric care, personal care, cosmetics, speciality chemicals and allied areas. While most other businesses want to go head first when it comes to expanding into more verticals, Aamirav is aiming to take a different approach and plans to build by focussing on their strengths and expertise for a more organic growth. With Jaidev at the helm, the Company has laid out an exciting road map for the future. 

CXO INSIGHTS

CUSTOMER ENGAGEMENT

FOR DRIVING BUSINESS GROWTH

By Sohrab Sitaram, CEO & Director, Keventers



With an immense knowledge about the food and beverages industry, Sohrab sculpted the foundation of India's largest milkshake chain.

Customer engagement is everything in business and this is because of the increased presence of peer research and online reviews, the existing customer's power to influence has hit the roof. If the customers come to trust the brand, they become loyal, and if they are loyal, they are likely to become an ambassador for the brand. It could be through recommendations or sharing brand specific content with others in their network and 'word of mouth' is now the strongest and most influential mode of communication.

In our experience, we have seen that customers influence the revenue directly and have a straight impact in sustaining existing revenue and are key to unlocking future revenue. Customer ambassadors can help build favourability for a brand by writing online reviews, referring prospects, increasing social engagement with content and even creating content, or simply rating their experience at the outlet. The possibilities are endless however it is heavily dependent on company needs and strategies.

Many companies today are evolving by adhering to customer feedbacks and are engaging more with customers and are leveraging them to spread the word. Identifying and nurturing brand influencers have become a priority

similar to up selling and renewing. Customer engagement is the itinerary to every important business objective. It is the pathway to everything good that a business could want ranging from customer loyalty, customer purchases to customer ambassadorship for brands.


At Keventers, the legacy of crafting experiences to build a mark amongst our customers runs strong. From the moment of entering the Keventers outlet, to leaving with a memory to take back home i.e. our personalized thematic milkshake bottles; we offer the Keventers experience to our customers. We strongly believe that engaging with customers on a regular basis is extremely essential. Be it, organizing a chugging contest during Father's Day or launching new #OriginalNine new flavours range, for customers to tease their taste buds, the survival for any brand purely depends on how efficiently and honestly you build your customer connect.

Customer Experience Management (CEM) is a growing part of customer relationship management, which has rapidly evolved by the entry of new technologies and the influx of social media, such as Instagram and Facebook. Brand praises or scornful reviews are now instantly viewed by million on consumers and potential

consumers. Social media platforms are also playing a major role by influencing customer experience management in a big way and new generation companies are now investing in new technologies to keep up with the pace and sustain good customer relations.

Customer engagement is the itinerary to every important business objective

By working to earn, a reputation through a continuous and meaningful presence in the consumer market with engaging content is guaranteed to deliver a return in new and repeat business over the years.

Businesses connected with their customers with easy and accessible channels of communication, will surely be gifted with valuable insight and feedback that will enable the business to enhance the product or services for a more improved offering. Not only that, but it might even help existent business with an opportunity to present development ideas and gain some valuable feedback and insights before the real work begins. 



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Ace Investment Advisory

A UNIQUE ENTITY IN THE INDIAN FINANCIAL MANAGEMENT CONSULTANTS SPACE

Finance is the life-blood of a business and lack of ample finance can have an adverse effect on the operations of a business. To ensure consistent growth in the industry what a smart business owner needs to do is to make their money work for them. Through smart investments, businesses as well as common people can multiply their financial resources. With that said, it might be hard for someone to decide when and where to invest and this is where financial management consultants come into play. By helping you with your finance and investment decisions, these consultants will assist you to improve your financial status by ensuring that your funds are not sitting idle. Ace Investment Advisory is one premier financial management consultant that was established to provide quality services to people with a very clear logic on advising what is correct for an individual with respect to the requirements and appetite. The quality and transparency of their services have helped the company to develop into one of the most reputed names in the industry and create a niche for themselves.

Offering Unique Value Propositions

In the modern cut-throat business environment where everyone is just focusing on how to increase their profit margins, Ace Investment Advisory has



**AVTAR SINGH KATARIA,
FOUNDER,
ACE INVESTMENT ADVISORY**

AVTAR SINGH IS AN INDUSTRY STALWART WITH YEARS OF INDUSTRY EXPERTISE AND EXPERIENCE. HIS PASSION FOR THE PROFESSION HAS HELPED HIM TO GUIDE ACE INVESTMENT ADVISORY TOWARDS SUSTAINED SUCCESS IN THE INDUSTRY.

HEADQUARTER: HIMACHAL PRADESH

OFFERINGS: INVESTMENT ADVISORY SERVICES WHICH INCLUDES ASSET ALLOCATION, PORTFOLIO CONSTRUCTION, PRODUCT SELECTION, PERIODIC REVIEW AND ASSET REBALANCING

one-upped their competition by offering ethical as well as effective advisory services to their clients. "Ace by its name itself is enough to know that we provide Ace services to our clients. We believe in transparency, knowledge sharing and we follow our own principles. We are here to grow together and we want to walk far and not fast. We offer services to our clients as per their risk appetite. Our services are for both Investors and Traders. Our investment philosophy is based on 'growth investing' while finding 'value' in the future earnings. We don't focus too much on the statistically cheap stock. The focus is to figure out the solid business having above average future growth potential and available at a reasonable valuation. We have a consistent strategy of only buying companies that fit our stringent Criteria of Growth at a Reasonable Price and we recommend an investment only if we believe the stock can at least double in next 12-18 months", avers, Avtar Singh Kataria, Founder, Ace Investment Advisory.


The company operates with a mission to provide an information resource to the business community across the globe and successful implementation of their strategy to gain high returns with less risk consistently. The betterment of their clients is the company's first and foremost goal and to ensure that they cater to their client's various requirements, Ace has created a diversified service portfolio that has been divided into three segments. Under the first segment of Short term trading, Ace offers HNI premium advise, in the Smart trading segment the company offers Intraday trading services and within the Long term investment segment the clients can avail Multi-bagger stock advise as well as Momentum stock advise. Unlike various other financial management consultants that go with the one size fits all approach, Ace offers customized advisory services after understanding the requirements of their clients. Owing to this, the company has not only been able to create but also maintain an impressive clientele.

Constant Innovation for Consistent Improvement

Innovation is a crucial aspect in order to stay relevant in the industry and when asked about how the company is able to stay ahead of the curve and offer consistent results to their clients, Avtar says, "We have a highly experienced research team and our complete research is based on the exact technical and fundamental analysis

and the reputation of a capital investor. All our efforts are made to render the investors to gain more profitability in every trade. We acknowledge the fact that in order to function in the highly competitive market of advisory firms, we need to constantly improve ourselves and ever since our inception, our only focus was to innovate and offer world-class services to our clients. With our research, we are aiming to improve on a consistent basis and enhance the quality as well as efficiency of our services in order to always stay on top of our game".

ACE INVESTMENT
ADVISORY IS ONE PREMIER
FINANCIAL MANAGEMENT
CONSULTANT THAT WAS
ESTABLISHED TO PROVIDE
QUALITY SERVICES TO
PEOPLE WITH A VERY
CLEAR LOGIC ON ADVISING
WHAT IS CORRECT FOR AN
INDIVIDUAL WITH RESPECT
TO THE REQUIREMENTS
AND APPETITE

The passion and commitment shown by their team and their well-planned business decisions have helped the company to grow at 50 percent CAGR annually and evolving with the changing requirements of the industry, Ace Investment Advisory and their team have high hopes for the future. The company has laid-out solid expansion plans for the future to increase their visibility across various Indian cities. By continuing to improve on a consistent basis, Ace Investment Advisory is aiming to realize their vision to be the leader in the field of the Indian stock market and commodities market consultancy in terms of high returns on a regular basis. 

STRUCTURAL CONSULTANT

Delcons Consultants India

A STANDARD-BEARER IN THE INDIAN CONSTRUCTION CONSULTANCY REALM



**BAL KULKARNI,
FOUNDER,
DELCONS CONSULTANTS
INDIA**

HEADQUARTER: PUNE,
MAHARASHTRA

OFFERINGS: STRUCTURAL
DESIGNS OF THE ARCHITECTURAL
CONCEPT, STEEL STRUCTURE
DESIGNS WITH FABRICATION
DRAWINGS, STRUCTURAL
AUDIT OF STRUCTURES AND
INFRASTRUCTURE, MASTER
PLANNING, SPACE PLANNING
AND ARCHITECTURAL DESIGN,
VALUATION OF REAL ASSETS

1986 ALUMNI OF COLLEGE OF ENGINEERING PUNE WITH A HABIT OF PASSING EVERY EXAM WITH FLYING COLOURS, A STUDIOUS AND SCHOLAR STUDENT OF CIVIL ENGINEERING, BAL KULKARNI EXPERIMENTED WITH HIS KNOWLEDGE, SKILLS AND ABILITIES FOR INITIAL 5 YEARS OF HIS CAREER WITH EMINENT STRUCTURAL CONSULTANCY FIRMS AT MUMBAI AND PUNE. DETERMINED TO MAKE IT BIG WITH AN INDIVIDUAL STYLE AND MARK IN THE STRUCTURAL DESIGN AND CONSULTANCY SERVICES, HE COMMENCED HIS OWN VENTURE 'DELCONS STRUCTURAL CONSULTANTS' AT PUNE IN 1991. ON THIS STRONG FOUNDATION, TODAY AS A SUCCESSFUL ENTREPRENEUR, BAL KULKARNI IS ALL SET TO TAKE ON HIS NEW AND CRUCIAL ROLE AS MANAGING DIRECTOR OF A PRIVATE LIMITED SERVICE COMPANY SPREADING ITS WINGS TO EXPLORE BROADER HORIZONS, LOCALLY AS WELL AS GLOBALLY.

Market Place for consultants in India has evolved immensely over the years and there are many aspects to the growth of the market in past 3 decades. Globalization brought the world together and Multinational companies found India as their favourite destination for many reasons. This forced the Indian Consultants to adopt International Trends and Standards to cater to the diversified needs of the client – 'One Stop Solution' being a major amongst the others.

Another major aspect was the choice of alternatives. The technological advancements in every sector offered a plethora of options for virtually any design solutions and the clients wanted to explore as many as possible before making a well-informed decision. Besides, clients expected most cost-effective solutions to remain com-

petitive in a cost-conscious market and hence required consultants to offer value-for-money in every aspect of the project.

This Global trend is prevalent in every sector and Construction couldn't be an exception. Delcons Consultants India Private Limited – a forerunner who sensed and adapted to this trend in early nineties – is a full-service Structural Engineering Consultancy of Pune (MH) that offers a range of Structural related services like Structural Design, Analysis, Audit and Valuation of RCC, Steel and other Structures.

Passionate about structures from early childhood, Mr. Bal Kulkarni picked civil Engineering as his mission after graduating with Engineering degree from College of Pune in 1986. Apart from Academics Bal was a person for all events which is seen from the activities he participated in - he was captain of the college cricket team and also represented the college in Hockey & Football but his first sports passion was Baseball. He was captain of the Maharashtra Junior and senior teams and has a national record of the maximum home runs in a tournament to his credit.

After practicing with some eminent Indian firms, determined to make it big with an individual style and mark in the Structural Design practice, he commenced his own venture 'Delcons Structural Consultants' in 1991 as he wanted to give people more than they expect to get from a 'Consultant'.

"The name Delcons is devised by a combination of DEL and CON, Del is a term borrowed from Calculus. Isaac Newton – the most intelligent science genius ever – introduced 'Del' as an integral that goes beyond the 'X' that is imagined to solve any equation. Del X is the theme that fascinated Mr. Bal Kulkarni and practicing as a 'Consultant' offered the 'Con' to go with the Del making it DelCons."

With 12,000+ projects under its belt, Delcons has hundreds of Case studies where the project required out-of-the-box solution with a peculiar approach. The unique unsupported Roof of Cricket Stadium of Guyana, West Indies that served as one of the venues for Cricket World Cup 2007 was designed in Delcons office, fabricated at a workshop in Khopoli and shipped to West Indies for erection on site., started a trend of such projects that could be designed locally and erected anywhere globally.

"Inviting and confronting problems rather than avoiding and sweeping them under the carpet kept us alert and responsive. Refusing to settle in a comfort zone and exploring the solutions to the situations day in and day out spelled the work culture for Delcons and this attitude

and approach, we believe fosters our growth day-by-day. Besides, it helps build client's confidence in our ability to probe into things and come out with a most sensible solution to any problem!"

Creative inputs of Delcons in the Architectural and Structural design resulted in a most economical design for a township project like Star-Town that became extremely cost-effective in a competitive market enabling the client to market it effectively by focussing on the features of-

THE UNIQUE QUALITY OF
 DELCONS TO INTERACT
 HUMANELY, EXECUTE
 TECHNO-LOGICALLY AND
 DELIVER PROFESSIONALLY
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ferred by Delcons making it unique and affordable. Another noteworthy work was designing Dome Roof for Pune Municipal Corporation General Body Hall - effort recognized & awarded as Special Structure by AESA.

"Never say NO' attitude helped us welcome clients for everything that we could cater to and even for something that was new to us. We used every challenge to find an opportunity to grow and develop ourselves as the solution-provider and it won't be an overstatement if we say that we literally wait for new problems every single day as we wholeheartedly believe that only challenges can test you, try you and teach you to learn new things to freshen your knowledge, sharpen your skills and develop your abilities."

Perfect understanding of client requirement, unique Engineering perspective to the proposed solution, alternative options to choose from, cost-effective timely deliverables with application of state-of-the-art technology and continuous comprehensive support are the few features of Delcons service to its clients. Innovating and evolving



has been the core strength of Delcons since its inception. Delcons Core Competency lies in its Principal's acute sense of Engineering and considerate approach to lend ears to every client concern.

"Learning and Development is intrinsic to the work culture of Delcons and anybody showing enthusiasm to contribute to the knowledge centre at Delcons is motivated to do so and even rewarded reasonably for his/her efforts and contributions for enhancing Delcons Intellectual Capital."

"Regular Open Discussions and Weekly Training sessions organized at Delcons enables the team to discuss the problems, explore the opportunities, get acquainted with new trends and technologies and update their knowledge with ever evolving reference documents and knowledge databases. This practice not only builds the Team Spirit but also fosters Engineering Approach to Innovate."

Complete Computerization of the entire workflow at Delcons around late-nineties was the First Milestone of Delcons journey. Grabbing and successfully completing First International Project that featured in the media making headlines and contributing to a high-profile global event like Cricket World Cup, could be termed as another. Progressing to become a Private Limited company from Proprietorship would be the next milestone where Delcons entered into a global arena acquiring Corporate and Multinational clientele that enabled Delcons to expand geographically and compete with global

players. And last but not the least is the resilience shown by Delcons to make a bigger comeback than the setback to adapt to the New Normal by exploiting every available technological tool to ride the wave of global pandemic, could be termed as the most recent milestone of Delcons.

"We don't stick to conventional systems and we modify the systems to help us in terms of increasing the speed and reduce the cost of our operations. We quickly adapt to changing scenarios and we are willing to experiment with the systems, change or modify them and bring the best out of the system. We were one of early adapters of BIM to generate 3D Deliverables in design."

The unique quality of Delcons to interact humanely, execute techno-logically and deliver professionally could be termed as its USP that is the biggest differentiator that sets Delcons apart and above the competition and a reason Delcons manages on an average 400 Projects every year!

"We are focusing on a few segments as those are going to flourish in the near future, we believe. Steel Structures have immense potential in the given scenario, in general and with the context of New Normal, in particular. That is one area we would be devoting our energy and efforts to."

"Like the Developed societies, Structural Health has started to get attention of the policy-makers in this part of the world as well and that would be another focus area wherein, we would like to contribute with years of our experience and expertise in Structural Audit, Diagnostics and Remedial consultation." **CR**

BETTER WORK ENVIRONMENT FOR BETTER EMPLOYEE DEVELOPMENT

By Sumit Sabharwal, Head HR, Fujitsu Consulting India



Creating a better working environment for your employee's development is important for a company's success. Developing or up-skilling your

employees ensure the growth of the business. Businesses should give importance to inclusive growth of their employees. Inclusive means the employees should have a healthy body and mind and they are

happy to come to work. Fundamentally organizations can create an all-inclusive growth for employees by running a strong performance management process that is transparent and fair. It is imperative that organizations make their workforce accountable for their own growth and development rather than having an organizational mandate. Secondly, organizations can work towards giving their employees equal work opportunities in terms of various positions in the company, as this gives people an opportunity to expand their horizons which ultimately contributes to their growth. This includes considering issues such as gender equality and disability inclusion. It should also be observed in today's day and age that organizations need to concentrate not only on having a growth plan for their staff, but also on their well-being, mental health, and what stands important for them to focus on, these are areas outside of development that would contribute to the overall inclusive growth of an employee.

Some of the things that need to be taken care of to create a better working environment are

• Addressing the Biases to Create Environment Diversity:

Unconscious Biases are something that people are not generally aware of and it is difficult to explain to them. These are paradigms that people carry – snap decisions that



Sumit Sabharwal, Head HR, Fujitsu Consulting India: Sumit Sabharwal is the Head of HR at Fujitsu Consulting India. For a career spanning over 15 years, Sumit has worked towards creating a sustainable work experience for engaging and empowering the professionals across the country and beyond. He has spearheaded large scale HR Transformation Projects across China, Singapore, Americas, Philippines, Europe, and Middle-East. In his previous roles, Sumit has instituted Global Learning and Development across Portugal, Poland, Costa Rica, Malaysia, India, Philippines, and Russia. He has also worked for companies like Dell, Huawei, and Convergys.

people make based on what someone looks like, where they're from, what they sound like, many more. People can be made aware of these biases by giving them an example. There are different kinds of biases you may have like an in-group, affinity biases and others. Unconscious biases and judg-

ments compel individuals to make decisions that might be detrimental to the overall wellbeing of the organization. Companies need to consider standardized recruitment processes through campaigns with measurable results to prevent any such biases, which guarantee a 'like for like' comparison.

• Implementing Equal Opportunities:

To implement equal opportunities organizations should involve their employees in various tasks and should give them a chance to work with other departments. This will help in generating new ideas and foster a better co-working relationship. This will not only make them more skilled but will also advance their professional skills as well. A lot of the workforce is mobile today and they prefer to move to different locations. If companies have offices in different cities, relocating an employee becomes fairly easy. If the employee wants to shift his/her location, the organization should be open to helping him find a job in the same organization. This will help in keeping the workforce in the organization. Organizations today are on a spree of diversity hiring. The range in which inclusion is being adopted in India is wide. On one hand, there are organizations that are doing great work and have become equal opportunity providers. And on the other hand, there are organizations that are yet to encourage talent from the wide diversity of potential employees across India. Companies are interested to promote women also in managerial positions. Today, companies need to be responsive to the LGBTQ community and individuals with disabilities by offering them equal accessibility and possibilities compared to other staff. This would give them a feeling of belonging. The management should concentrate on their skills and not their personal attributes.

• Promoting Equality and Diversified Workforce:

Having a diverse workforce is scientifically proven to improve productivity, profits, and lead to solutions that are more creative. However, despite the increasing number of women in the workplace, there are not a lot of women in the company boards. One of the potential reasons why there are

To implement equal opportunities organizations should involve their employees in various tasks and should give them a chance to work with other departments

fewer women on boards is because it is challenging to balance work and home demands. Organizations can be helpfully giving women employees flexible working opportunities, like letting them leave early on some occasions. Companies can provide flexible sabbatical, where if an employee takes a short break, she can come back to the same company and the management will keep that role open for the employee to return to. Companies can promote their women workforce by giving them appropriate training in technology and in leadership that would help in enhancing their confidence and thought leadership. As women already take on multiple roles in their life, they possess multiple qualities that a company can use to grow. 



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**ANSHUL GUPTA
FOUNDER,
FINKONNECT**

HEADQUARTER: MUMBAI, MAHARASHTRA

OFFERINGS: CORPORATE FINANCE
ADVISORY, MANAGEMENT ADVISORY, DEBT
SYNDICATION, PRIVATE EQUITY ADVISORY /
SYNDICATION AND ACQUISITION FINANCING

The MSME consultancy sector continues to be a booming market segment for both established brand names and new consultants that exclusively focuses on medium and small-scale businesses wanting to thrive in the industry. With the downfall that every other industry faced in 2020 due to the ongoing Pandemic, FinKonnnect with its niche expertise could still stand at an advantage. The brainchild of the versatile duo of Anshul Gupta and Akhilesh Gupta since its operations within the last decade FinKonnnect has successfully diversified from Growth Advisory Services to Special Situation Advisory, Distress Mergers and Acquisitions and more recently into Insolvency & Bankruptcy (IBC) Advisory

services. The latest being under a different style name of Truvisory Insolvency Professional Pvt. Ltd.

"The new laws specially related to IBC completely changed the dynamics of the industry and further gave us an opportunity to add advisory for the same in our portfolio of services. The partners and associates of FinKonnnect have successfully worked on many assignments under IBC including Insolvency Professional/Liquidator, acquisition advisory, preparation of resolution plan, process and legal advisory related to IBC and many more. We also take pride to mention that we are also advisors to few NBFCs for their existing cases under IBC. Our knowledge, experience and services related to Insolvency and Bankruptcy



Code has been appreciated by each and every stakeholder in the process", asserts Anshul Gupta, an Insolvency Professional himself.

WITHIN THE LAST DECADE FINKONNECT HAS SUCCESSFULLY DIVERSIFIED FROM GROWTH ADVISORY SERVICES TO SPECIAL SITUATION ADVISORY, DISTRESS MERGERS AND ACQUISITIONS AND MORE RECENTLY INTO INSOLVENCY & BANKRUPTCY (IBC) ADVISORY SERVICES

With a team of dynamic and enthusiastic people including a vast pool of human resources comprising of Senior Bankers & Lawyers, Industry Experts, Chartered Accountants, Company Secretaries, MBAs and professionals from relevant knowledge spheres to add value and help clients identify and implement effective targeted transaction strategies – FinKonnnect advises clients from the stage of conceptualizing any funding requirement, structuring, executing, and even documentation.

"We at FinKonnnect understand the challenges that a business may face during this difficult time. We as a team across the board are adopting the digital platform to ensure that we are only a click away for any advice and hence are working closely with our clients & associates to proactively strategize the way forward to safeguard the future of their businesses. Our clients can safely tend to their business needs while we take care of their finances. We believe businesses who will be able to tide through this difficult times with continuous prudent planning will emerge stronger than ever", says Rajeev Ranjan, Delhi based partner, when asked about how they are managing connect with their clients during these pandemic days.

FinKonnnect has a pan India presence with more than 100 clients operating in various industry verticals like Solar, Chemicals & Pharma, Textiles, Logistics, Distillery, Packaging, Infrastructure, IT, Food Processing, EPC for Oil and Gas Industry, Mining, Automotive, Healthcare to name a few, acts as a testament to the quality of services offered by the company. Adding about the future plans of FinKonnnect, Anshul Gupta adds, "We have had an impressive growth over the years and we want to continue this trend going forward. The experience that we have garnered over the years certainly comes in handy to establish ourselves in any new venture we undertake. As far as the future is concerned, we will be concentrating more on acquisition of Distress assets for our Corporate clients with IBC advisory remaining our forte." (R)

WEALTH MANAGEMENT CONSULTANT

Forthius Consulting

FOCUSED WEALTH MANAGEMENT ADVISOR DESIGNED TO CREATE, GROW AND PROTECT CLIENTS' FINANCES

India is at the nascent stage of real wealth management. Earlier MFDs were considered merely brokers, however, over the past 5-7 years, numerous bankers have stepped up which has changed the perception for the good. There is a huge demand of wealth managers as the gap between the number of prospective investors and the wealth managers is huge. However, the real challenge is the right approach to advise the right kind of Investment Avenue to the clients. Right from counseling clients on investment opportunities to keeping up with even the minutest fluctuations in the market, a financial consultant helps businesses set goals and helps in achieving those.

Having worked with ABN Amro/RBS, HDFC Private Banking Group, Deutsche Bank Private Banking and ICICI Securities Private Wealth and numerous wealth management firms over the past 12 years of his corporate life, Kshitij Lodha was well aware of the numerous challenges that the corporate firms come across. With a vision to help bridge the gaps and facilitate the wealth management requirements, Kshitij Lodha established Forthius Consulting, a unique client-centric advisory platform offering bespoke wealth solutions.

Striving towards Achieving Objectives

Started primarily as a MFD (Mutual Fund Distributor) within the Indian markets and offering only Mutual



**KSHITIJ LODHA,
FOUNDER,
FORTHUIS CONSULTING**

KSHITIJ IS AN EXEMPLARY PROFESSIONAL WHO STRIVES TO OFFER VALUE-ADDED SERVICES TO THEIR CLIENTS OPERATIONS IN AN EFFICIENT AND EFFECTIVE MANNER

HEADQUARTER: MAHARASHTRA

OFFERINGS: EQUITY ADVISORY, TREASURY MANAGEMENT, RISK MANAGEMENT STRATEGIES, INTERNATIONAL INVESTING, ETFS, MUTUAL FUNDS, BOND AND FIXED INCOME FUNDS

Funds to its investors, Forthius Consulting is committed to providing goal based solutions through a scientific and disciplined process, aimed at mitigating risks. Owing to Kshitij's years of experience, his young firm is equipped to offer various investment avenues in their basket such as Equity Advisory through one of their partners, Treasury Management specifically for SMEs, General Insurance and Term Insurance for Individual Investors under the Risk Management strategies, and a plethora of International Investing avenues, such as Equities, ETFs, Mutual Funds, Bond and Fixed Income Funds and Hedge Funds. Forthius Consulting is also in the process of getting USD based Hedge Funds which would have the minimum investment size of USD 10000 which nobody has access to yet.

"At Forthius, we ensure complete due diligence for each investment avenue. We are completely unbiased towards any particular product and we make sure that we are absolutely transparent in terms of what we are bringing to the table for the investors. We are one firm which selectively offers platforms for international investment avenues too", speaks Kshitij Lodha, Founder, Forthius Consulting.

Tapping the Untapped


Forthius Consulting holds deep commitment towards its clients' needs and aspirations, and together with the analytical vigour, strong governance, wisdom and insight, its team create superior risk adjusted solutions for its customers. With some of the clients including CEOs from leading international organisations within India and even abroad, Forthius leaves no stone unturned when it comes to meeting their objectives. The firm offers platforms for its investors to seamless MF transactions at just the click of a button and a couple of platforms which offer International avenues that no one has to offer currently.

"At Forthius Consulting, we try to be more tech-enabled and as far as completely paperless. Infact, in certain cases we have not been able to meet our clients physically but have still been able to transact with them for more than three years now. We aspire to be a zero paper organization and we feel that we should be able to do all kinds of transactions at the fingertips. We already have our own app by the name 'FCWealth' which helps investors to look at their complete Network and review their portfolios but is limited to Indian portfolio. Our intent is to bring the international portfolio as well under the same net and make the investment world

in a literal sense a small place on your app", highlights Kshitij Lodha.

While starting its journey at just 4 crores of AUM, with more than four years of operations, Forthius Consulting has now touched 73 cr of AUM under various asset classes. The firm has recently managed to feature amongst the 'Top 10 Wealth Managers for 2020 in Silicon India' special edition as well.

FORTHIOUS CONSULTING
THRIVES ON HONESTY
AND STRONG
ETHICS WITHIN THE
ORGANIZATION
AND OUTSIDE THE
ORGANIZATION WHILE
BEING TRANSPARENT TO
ALL THE STAKEHOLDERS,
BE IT INVESTORS,
BUSINESS PARTNERS OR
TEAM MEMBERS

Forthius Consulting thrives on honesty and strong ethics within the organization and outside the organization while being transparent to all the stakeholders, be it our Investors, business partners or our team members and following the strict timeliness to service our investors. In the years to come, the firm aspires to achieve twice of what it is today. "Currently, we have INR 73 Cr in Assets Under Management and we intend to touch 150 cr in next 2 years. We are bringing in more investment avenues in Indian and offshore markets for our Indian clients and NRIs. We feel that under the LRS, we have a lot more to offer going ahead and we are at the forefront of this by having first movers advantage", signs off Kshitij. 

6

WAYS INSTITUTES HELP NURTURING OF INNOVATION IN ORGANIZATIONS BY
SOLVING COMPLEX BUSINESS PROBLEMS

By Sanjeevani Ayachit, Officiating Director, SID Pune

Owing to her eye for perfection and attention to detail, Sanjeevani has been able to come up with innovative and revolutionary ideas.

There's a paradigm shift in the way innovation and design thinking has created a place at the center of an enterprise. The shift is not only about aesthetics but also how innovation can be applied to the way people work. This new approach is in large part a response to the increasing complexity of modern technology and modern business.

Education is the stepping stone where innovation and creativity are forged. Promoting creativity and incentivizing innovation through different courses is the first step towards broadening the career choices that can help students hone their skills. Rapid advances in new technology, new courses, changing economy, sets the stage for pioneering innovations.

A popular term that is being used formally in businesses and design institutes to encourage students to

become more strategic thinkers is 'Design Thinking'. At the heart of design thinking sits the need for developing strong curiosities, and fostering the desire to understand and solve complex problems. It encourages empathy and optimism and embracing ambiguity.

In a similar way, there are other ways in which education institutes are helping young students understand the importance of innovation that helps them in their career and businesses they work with to solve complex business problems.

• Exploring an Intersection between Creativity and Critical Thinking

Generally speaking, creativity is associated with generating ideas, while critical thinking is associated with analyzing them. In practice, however, the two are not so easy to separate. It is fundamentally creative in the sense that its aim is to

Promoting creativity and incentivizing innovation through different courses is the first step towards broadening the career choices that can help students hone their skills

produce something new: an insight, an argument, and a new level of understanding. Let's take the example of a course in Product Design. It is the process of imagining, creating, and iterating products that solve users' problems or address specific needs in a given market. A careful insight of the end-user's requirement, analyzing

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the demand, consumer behavior, need of the market and empathy along with creativity is required to make a product design successful.

- **Adopt a Collaborative Approach**

A business has employees from various backgrounds working together in teams. At an institute level, when students have the platform to interact with industry stalwarts and peers from different educational backgrounds it enables students to become more strategic in their thinking and support students from other disciplines (such as engineering, business and science) to think in a more design-led manner thus leading innovative problem solving skills.

- **Let technology be your Companion**

Every time a new product is developed in the market, technology plays

a key role in the process. For any prospective career in recent times, it is important for students to build the latest technology skill set merged with their core competencies. For example, in terms of spatial design or industrial design it is important to factor in sustainable designs backed by technological support to improve energy efficiency.

- **Motivating and Aligning Efforts**


It is natural for young college graduates to feel lost while solving business problems. Constant motivation and aligning your efforts towards the goal to be achieved makes the walk easy. A design centric organization empowers employees to observe behaviors, analyze them and then draw conclusions.

- **Creating Models and Prototyping**

Each product has a certain target

audience and solves their pain points in some way. To evaluate whether the product really solves its users' problem, a prototype is created and tested with the prospective users and stakeholders. Communicating the look and feel of a project to the management helps in identifying complexities much sooner and solving the issues ahead of time in the final product.

- **Fostering an Entrepreneurship Spirit**

It is often beneficial to think like an entrepreneur while defining a business problem. Innovative thinking comes naturally when you think from the perspective of a business owner. Understanding this while pursuing your education helps act out of your own interest and define the problem based on the parameters of the world that surrounds you. 

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GYM CONSULTANT

Gym Consultants India (GCI)



**EBENEZER KUMAR,
FOUNDER,
GYM CONSULTANTS INDIA (GCI)**

HIS PASSION TO CREATE UNIQUE VALUE PROPOSITIONS TO HIS CLIENTS HAS HELPED HIM GUIDE GYM CONSULTANTS INDIA (GCI) TOWARDS SUSTAINED SUCCESS IN THE INDUSTRY

HEADQUARTER: KARNATAKA

OFFERINGS: GYM & FITNESS CENTRE SETUP, GYM INTERIOR DESIGNING & EXECUTION

BRINGING VALUE-ADDED GYM CONSULTANCY TO THE CLIENTS ACROSS INDIA

A recent study conducted on the impact of the pandemic on the fitness industry shows an alarming fact that 85 percent of the gyms across the globe are facing permanent shutdown owing to the losses that were brought in by the spread of Covid19 and the resulting lockdown. The situation in India has also been somewhat the same with gyms across the country being closed for months now. Striving to bring in a positive change in these tough and unprecedented times as well as helping gym owners to not just create but also run a suc-

cessful gym is Gym Consultants India (GCI). Understanding the pulse of the industry first-hand as well as the needs and requirements of both, the gym goers and gym owners alike, industry stalwart Ebenezer Kumar zeroed in on the establishment of Gym Consultants India (GCI) to become a one-stop solution provider for aspiring gym owners of the country. Ebenezer has got nearly two decades of expertise and experience in the corporate realm and the passion he has for health and fitness combined with his eye for cashing in on the smallest of business opportunities come

together for establishing a standout business consultant that focuses on creating health and fitness centres that are both profitable and can satisfy the needs of the gym-goers and fitness fanatics.

From Scratch to Launch

Aspiring gym owners never before had the luxury of availing the services of an expert gym consultant that can take care of things starting from scratch all the way to the launch. Ebenezer Kumar and GCI have now realized their objective of becoming a one-stop-shop for everything re-

lated to setting up a successful gym. "When I was holding the position as the General Manager of Snap Fitness, I had the opportunity to talk to aspiring gym owners and I found that in franchising what is happening is that, they are not providing customer sup-

GYM CONSULTANTS INDIA HAS CREATED A FIVE-STEP OPERATIONAL MODEL THAT HAS PROVEN TO BE QUITE EFFECTIVE WHEN IT COMES TO SUCCESSFULLY IMPLEMENTING A PROFITABLE GYM

port and the general support structure. They initially help them out and then it is over. Another trend in the industry is that if someone wants to open a gym, they go to a trainer and they are very good at training people but they don't really know how the business side of it works. At the same time, if it is just a business person that is helping a person to set up a gym, he just looks at the business side of it and just thinks about how to make money out of it. Does not really understands the fitness and the

real need of the customers that come to work out. That's when I said there should be someone who is an expert in this industry and how we set up was with No Franchisee Fee and No Royalty Fee. So, Gym Consultants India provides the No Franchisee Fee No Royalty Fee services where we come in with an expert team to help you with everything from scratch to launch", speaks Ebenezer.

Gym Consultants India has created a five-step operational model that has proven to be quite effective when it comes to successfully implementing a profitable gym. Those five steps include idea, concept, design, development, and launch and this combined with the company's build, operate, and transform model has helped GCI to help their clients create unique yet revenue-generating business models. The consultancy firm has a diversified service portfolio that is divided into four categories such as Marketing and Branding, Finance and Operations, Increase Sales and Dedicated support. This coupled with their ability to bring in individual experts that can assist their client's operations throughout the implementation process allows GCI to stand apart from the rest in the market.

Evolving with Changing Times

One silver lining that happened due to the pandemic outbreak and the resulting lockdown is that people got more aware about the importance of boosting their immunity and in general become more health-conscious. In stark contrast, this notion of going into the gym and getting fit came at one of the worst times possible owing to all the gyms along with other business and educational establishments being put under lock owing to the spread of the pandemic. For fitness fanatics as well as common-



ers who are looking to work out from their houses itself, GCI is also offering expert services to set up home gyms according to your need and budget.

Evolving with the changing times, GCI is aiming to come out of the pandemic struck market even stronger and by constantly reinventing themselves, the consultancy firm is able to adapt to even the most unprecedented situations. "We are going to introduce new revenue-generating streams within the gym such as salt room therapy in the gym itself. Salt is anti-bacterial, anti-allergic, anti-inflammatory, it rejuvenates the respiratory system by decongesting nasal passages and airways. Salt therapy is natural, safe, highly effective against respiratory allergens and pathogens. Salt therapy alleviates respiratory allergies and related breathing issues and symptoms. Prolonged salt therapy sessions improve respiratory immunity and avoid frequent infections. As of now we have offices in Bangalore, Delhi and Mumbai and we are also looking to start offices in Hyderabad, Chennai, and Ahmedabad as well", signs off Ebenezer. (R)

CYBER SECURITY CONSULTANT

Infovys

HELPING BUSINESSES ELEVATE THEIR VALUE THROUGH CUSTOMIZED SOLUTIONS

The passive attitude of Indians and their lack of knowledge about cybersecurity and the threats that individuals can have in the cyber realm is posing a serious threat to the cybersecurity integrity of the nation. The hesitancy of many to still learn and understand about the importance of cybersecurity needs to change owing to the fact that with more and more people starting to go digital, the amount of possible threats they might come across is also increasing. One company that has been trying to bring in a positive change in the Indian cybersecurity space is Infovys. The company has been able to cut off unwanted slack and streamline their business operations in such a way that, they have been able to not only meet but exceed their client's expectations.

The scam going around India when it comes to cybersecurity owing to the fake cybersecurity experts making fake promises to their clients and not meeting the expectations has put a dent in the reputation of the entire cybersecurity fraternity of the country. "We want to bring revolution in cybersecurity and we guide and explain to our clients about the situation so they get to know how we are helping them to be safe in the cyber world. Our inception story itself is unique from that of the other companies. We established the company in 2016 as a digital marketing company and started the company with Rs 25. That time I recharged a 200mb internet plan and started searching clients for digital marketing and then I found a person who was also looking for digital marketing pro-



ROHIT DALVI, FOUNDER & CEO, INFOVYS

ROHIT DALVI IS A WELL KNOWN FOUNDER AND CEO OF INFOVYS. HE BORN ON 26TH FEBRUARY 1994 IN NASHIK MAHARASHTRA ITSELF. HE IS AN INDIAN BY NATIONALITY AND PRESENTLY LIVING IN NASHIK, MAHARASHTRA (INDIA). AN EXPERT IN WEB SECURITY WITH BEST IN BUSINESS GROWTH, ROHIT IS FOCUSING ON COMPANY INTERACTIVE EXPERIENCES. HIS FURTHER PLAN IS TO RETIRE AT THE AGE OF 35-40 AND WANTS TO ENJOY HIS LIFE WITH HIS WIFE

HEADQUARTER: NASHIK, MAHARASHTRA

OFFERINGS: CYBER-SECURITY, WEBSITE SECURITY, APP SECURITY AND CONSULTANCY SERVICES




INFOVYS IS THE PARTNER OF CHOICE FOR MANY OF THE WORLD'S LEADING ENTERPRISES, SMES AND TECHNOLOGY CHALLENGERS, HELPING BUSINESSES ELEVATE THEIR VALUE THROUGH CUSTOM WEB SECURITY & APP SECURITY, QA AND CONSULTANCY SERVICES

fessional and in a Facebook group. He posted for the requirement and then I saw 10 comments on that post so I also just left a comment with my basic information in that and I got a WhatsApp message next day for work. Within 9 months I started following some hacking group page and one day I got a notification that some Pakistani hacker hacked our defence site and I trace that hacker too and reported to the defence with

evidence. Thus, my interest in hacking increased and I started studying about bug bounty and after some months I started finding bugs in Dell, Envato, Este, Panda Security, Edmodo, and Intel", says Rohit Dalvi, Founder and CEO, Infovys.

Adding about the range of services offered by the company and the uniqueness of their operations, Rohit shares, "The services we provide includes Web security, Malware

Security, Ransom ware Security, Cloud Security, and Data Security. We do manual testing and we believe that it is more powerful than plug-in & software scan. We focus on skill and monitor client website closely because if it is hurt then their profit is adversely affected, Infovys do not compromise quality and we just assure our client to just focus on the business side of their operations, the rest we will do. We block the hacker attack we trace a hacker and we secure the server of client. We think like a hacker because we know how hacker see the website and how they know which point is a weak point of a website, because long back we were also a hacker and plus point is we keep an eye on the dark market too so that no leak happens". This has helped the company to create an impressive clientele that includes some top names such as Stux Softwares, Whatastory.agency, Maheshfoundation.org and Edmodo to name a few and as far as the future is concerned, Infovys has laid out solid foundations to expand their horizons. Also, the company is aiming to launch a new product in the market for cybersecurity which is like cyber insurance to help people from scam, or from data breach. 



ADDRESSING THE 'HUMAN ELEMENT' IN DATA ANALYTICS

By Chris Mazzei, Global Chief Analytics Officer, EY

Chris is an industry stalwart with decades of industry expertise and experience in data analytics that helps him to stand apart from the rest in the industry.

What are the current market trends you see shaping the data analytics space? What is your take on incorporating those trends to make them effective through your solutions?

EY recently launched a joint survey with Forbes Insights on this very topic. Some of the key findings revealed that leading organizations that use advanced analytics are seeing double digit growth of above 15 percent in revenues and operating margins, as well as improved risk profiles. Furthermore, half of the global survey participants plan to allocate at least \$10 million over the next two years.

The survey also revealed that fundamental problems arise at the crucial linkages, synapses, between the steps organizations take as they move from identifying new business opportunities, acting on insights and then measuring the outcomes. These synapses connect key steps in the analytics lifecycle: Competitive differentiation, operating model, initiative design, intervention design, and measurement and learning.

From a functional department standpoint, the findings also revealed:

- Customer service caught-up with IT for the #1 spot
- Customer service and sales made the largest improvement year-over-year
- Human resources showed the biggest jump, driven by intense global competition for talent
- Strategy and innovation behind all departments

Data in the survey is pretty compelling and gets to analytics being an enterprise capability that can add value across the organization. This also highlights the need to have a proper organizational model and management of a

portfolio of initiatives. Our solutions are meant to help organizations really accelerate and scale the value that can be created across the organization.

What are the common businesses challenges organizations providing data analytics services face at this point in time? As a technology enthusiast, please opine your views on the steps organizations should take in combating those.

The 'human element' continues to be a common pain-point in realizing value and driving transformational change. Culture, collaboration, and skills were cited as the biggest challenges throughout the analytics lifecycle. We define the human element as: culture & leadership; organizational & process design; learning & development and skills & incentives. There needs to be better collaboration among IT, data analytics and business teams.

Here are a few recommendations to address this:

Ensure advanced analytics initiatives are closely aligned with the overall business strategy and how the organization creates competitive differentiation. As more data is unified and created across the enterprise, leadership has the opportunity to ask better questions and leverage an asset that their competitors do not possess—insights about their operations and customers.

Rapidly changing workforce demands and the demand for on-site technology silver bullets have pushed technology executives towards performing a balancing act. What are your views on how these can be timed to execution?

- We are witnessing more traditional process-driven



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organizations being disrupted by the new wave of businesses that are using data as a strategic asset at an enterprise level to rethink and reimagine their entire business.

- To better utilize data for strategic gain, enterprises already using advanced analytics see the need to foster a cultural shift designed to promote collaboration and data analytics skills.
- When driving innovation and ultimately growth, global executives agree on one thing—analytics should be treated as an enterprise-wide strategy, not an ad-hoc endeavor that varies from department to department.

Critical to address this are a couple of key steps which include:

- Building bridges between the business and technical teams to design a solution that you want to put in place.
- Find common ground to build synergies and more importantly, move forward.

Nowadays, a lot of hype is forming around data analytics and both growing players and big-fishes in the market are ideating its benefits. What are the advantages of using data analytics for an enterprise?

- Of the executives we surveyed who have an analytics strategy that is well-established and central to the overall business strategy, 66 percent achieved revenue growth of 15 percent or more, while 63 percent reported that operating margins had increased 15 percent or more in 2016.
- We also see organizations showing a mix of tactical and strategic goals, with a desire to develop new products or services also on their analytics wish list.
- The potential to employ data and advanced analytics strategically takes on even greater importance for the leaders—they certainly see tactical opportunities, but they're even more interested in how they can use data to strengthen themselves in the future. They want to transform business models, develop new products, react more quickly to market changes, and develop closer relationships with partners and vendors.

What is your take on ensuring data availability?

- To create a culture that encourages innovation, organizations must look to break down barriers and open the flow of information throughout an entire organization.
- The potential to employ data and advanced analytics stra-



Chris Mazzei,
Global Chief Analytics Officer

tegically takes on even greater importance for the leaders - they certainly see tactical opportunities, but they're even more interested in how they can use data to strengthen themselves in the future.

- They want to transform business models, develop new products, react more quickly to market changes, and develop closer relationships with partners and vendors.


What is your advice for budding technologists in the data analytics space? How do you see the evolution few years from now

with regards to disruptions and transformations within data analytics infrastructure field services?

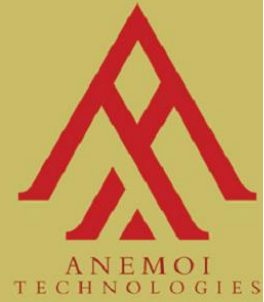
- As the Chief Analytics Officer for EY and in speaking with many leaders in different industries, I'm finding analytics to no longer be just a technology issue, but a strategy and operational issue. Big data and analytics is a disruptive innovation that is transforming our everyday lives.

Analytics should be treated as an enterprise-wide strategy, not an ad-hoc endeavor that varies from department to department

- Enterprises need a holistic plan for creating competitive advantage, identifying opportunities and ultimately measuring value. We believe that there is tremendous value to be gained by those organizations that leverage analytics to transform their business processes and how they make decisions. As a result, we are seeing the emergence of the chief analytics officer as more of a senior-level change agent, with a unique combination of skills in business, mathematics and technology - to work with clients to identify new opportunities.

- Companies need to integrate technologies together like AI, RPA, Blockchain. Start with the business issue and then work into how various technologies come together to be a part of an integrated and differentiated solution. 

ARE YOU THE ONE?



Position Title: Hardware / Arduino Developer

Position Location: Gurgaon, Client site

Knowledge / Skills / Abilities

- Well versed in Arduino programming and Raspberry Pi
- Experience in working with sensor network (ultrasonic sensors, IR sensors)
- Experience in working with motors, drives
- Experience in programming using ROS Library
- Experience in circuit design, PCB design, soldering
- Knowledge of Power supply

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Intellimechanics

PROMISING A UNIQUE AMALGAMATION OF TECHNOLOGY AND HR EXPERTISE



**ADIL HASSAN,
SENIOR PARTNER & CO-FOUNDER**

OWING TO HIS PASSION AND COMMITMENT TO CONSTANTLY IMPROVE, ADIL HAS BEEN ABLE TO DEVELOP INTO A UNIQUE ENTITY IN THE INDUSTRY AND GUIDE INTELLIMECHANICS TOWARDS SUSTAINED SUCCESS IN THE INDUSTRY.

HEADQUARTER: UTTAR PRADESH

OFFERINGS: HR CONSULTING, TALENT STAFFING, CORPORATE HR MANAGEMENT, LEARNING AND DEVELOPMENT

According to a report by Grand View Research, Inc, the global Artificial Intelligence (AI) market size is expected to reach USD 390.9 billion by 2025; anticipated to expand at a CAGR of 46.2 percent from 2019 to 2025. While Artificial Intelligence (AI) is considered as a revolutionary technology, the AI consulting industry is still at a nascent stage in India. Although the business potential within this space stands strong, there are still miles to be covered to establish the requisite change in re-structuring the clients' needs and the necessary service offerings. Cashing on the opportunity, Adil Hassan established Intellimechanics in 2019 through a collaboration of corporate executives who aspired to provide specialized services aided by technology in the HR domain.

Highlighting the early days of the firm, Adil Hassan, Senior Partner and Co-Founder, Intellimechanics shares, "The initial days were filled with challenges, especially, when we faced deadlocks related to financials, staff, clients, and other growth challenges. However, the clarity of our Business Plan and our clear Vision has always helped us to stay focused. With our passion-filled minds, we got onboard the right talent who resonated with the company's value and culture. We believe that nourishing the needs and concerns of our customer coupled with our sheer hard work, relevant expertise, and perseverance has helped us serve the best clients from the industry."

NCR based Intellimechanics is a young company that is defining the firm in the AI domain through its well-established and certified products while incorporating



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IS POISED AND
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scientific methods to different approaches within the HR domain. With a vision to bridge the gaps in the industry, the firm is offering a range of services which include HR Consulting, HR Tech Solutions, Talent Acquisition Services, and Learning & Development put together under one roof to support start-ups and corporates. "Technology will redefine the way we work in the coming years and its integration has become quintessential in the HR domain. While observing the HR consulting market, we noticed a void in the available HR Tech systemic services which aspired us to enrich our clients with the innovative technology in Talent Services and the Human Resources domain", adds Adil.

Keeping up with its inception objective, Intellimechanics has also partnered with some of the leading global firms to make its mark in the market. The sheer expertise of the professionals at Intellimechanics is well-reflected through the firm's rich clientele which includes names like United Nations, True Influence

(USA), D. Light, and many more from over 11 industries in both IT & Non-IT sectors. "We have a major footing in building strategic partnerships with leading American technology firms as well as industry leaders and subject matter experts across the spectrum. We have also partnered with chosen multinational firms

who specialize in AI technologies. A feather in the hat has been our partnership with the United Nations where we were handpicked to serve their talent services for all bodies of the UN across the globe", speaks Adil.

With its prosperous corporate experience in different industries and sectors, right from start-ups to fortune 500 firms, Intellimechanics is poised and prepared to overcome any challenge that its clients may put on the table. In the years to come, the firm aspires to spread its wings across areas of Talent Acquisition and HR consulting in America and the MEA region. Through the power of Automated Technology/AI, Intellimechanics plans to help organizations grow and develop strategically. Concluding the interaction, Adil mentions, "At intellimechanics, we want to be the world's best at helping employers achieve success through people. At each step of the relationship with our clients and candidates, we deliver value, an expert point of view, and a lasting partnership which is our mission." 

KnowGenix Global Technology Partners LLP

ENABLING A GLOBAL FOOT PRINT FOR INDIAN COMPANIES

The Indian business management landscape has undergone major changes in the last five years. Given the complexities and uncertainties of the coming decade the fundamentals of consulting practice will undergo rapid transformation. Today, the need is for consultants who can think ahead of their clients; decode the complexities of their businesses; and offer customised solutions in set time frames. A business consulting firm which strives to follow this approach is KnowGenix Global Technology Partners LLP, the brainchild of the versatile trio of, Girish Bhagat, Mohan Natarajan and Dr. R. Rajagopal, established in 2019. The key drivers behind the establishment of the company was the emergence of India as a vibrant manufacturing and service economy and a compelling need for Indian companies to seek a global footprint through collaborations and co-operations.

Creating a Modern-Day Centre of Excellence

Girish Bhagat, one of the Founders with a track record of diverse successful cross border transactions between Indian and EU firms says, "We are a niche advisory firm and we have mastered the art of forming cross border business and technology collaborations over a decade through our collaborative and connected model. We are focused on increasing the scope of business cooperation between companies in India and those in specific countries like Italy, Spain, Belgium, Germany and Switzerland, all of them with strong R&D innovation and manufacturing hubs in chemicals and life sciences."

The founders' continuous engagements with Indian and European firms unveiled a spectrum of collaborative domains in diverse sectors including chemicals and life sciences. Girish adds, "We realised that there is a large scope for us to act as a catalyser and connector between companies from these two geographies. We understood

that a strong technology and business expertise complemented by proven expertise in cross-border collaborations and supported by incisive financial acumen are key to set up a niche advisory platform which could facilitate vibrant collaborations between companies in these two regions."

KnowGenix Global Technology Partners is an end to end solution provider for their clients' business management needs and offers support from strategic mapping; evaluation of technologies; partner search; establishing supply chain; setting up business development channels; providing financing solutions, transactional implementation and, managing the transaction during its entire life cycle of the transition and up to maturity. For technology start-ups the company also offers incubation in dedicated EU Technology Parks.

DIFFERENTIATING ITSELF FROM
OTHERS IN THE SAME SPACE
KNOWGENIX GLOBAL TECHNOLOGY
PARTNERS DESIGNS AND TAILORS
ITS APPROACH TO FIT THE
REQUIREMENT OF ITS CLIENTS

Differentiating itself from others in the same space KnowGenix Global Technology Partners designs and tailors its approach to fit the requirement of its clients. Dr.R.Rajagopal, one of the Founders says, "Before we take on a transaction, we jointly work with the client to help them establish cost / investment benefit analysis and help them rationalise their expectations. We adopt an iterative process during the entire process with the client and help in reaching the set milestones in a clearly defined manner."



**GIRISH BHAGAT,
FOUNDING PARTNER, KNOWGENIX
GLOBAL TECHNOLOGY PARTNERS LLP**

GIRISH IS A BOARD MEMBER OF INDIANIVESH CORPORATE FINANCE PVT. LTD, WHICH IS THE INVESTMENT BANKING VERTICAL OF THE INDIANIVESH GROUP (WWW.INDIANIVESH.IN) THAT SPECIALIZES IN CROSS-BORDER TRANSACTIONAL FACILITATION, WITH AN EMPHASIS ON INTERNATIONAL M&As AND TECHNOLOGY TRANSFERS. HE ALSO SERVES ON SEVERAL BOARDS OF INDIAN SUBSIDIARIES OF FOREIGN COMPANIES. MR. BHAGAT HAS HAD AN IMPRESSIVE CAREER IN THE FINANCIAL SECTOR SPANNING ALMOST FOUR DECADES; AND WHEREIN HE HAS ESTABLISHED PIONEERING START-UPS. OVER THE LAST DECADE HE HAS BEEN ASSISTING INDIAN BUSINESSES HOUSES TO ENHANCE THEIR SUSTAINABILITY THROUGH TECHNOLOGICAL COLLABORATIONS AND/OR ACQUISITION OF EUROPEAN BUSINESSES.

HEADQUARTER: MUMBAI

OFFERINGS: STRATEGIC MAPPING, EVALUATION OF TECHNOLOGIES, PARTNER SEARCH, ESTABLISHING SUPPLY CHAIN, SETTING UP BUSINESS DEVELOPMENT CHANNELS, PROVIDING FINANCING SOLUTIONS, TRANSACTIONAL IMPLEMENTATION

Standing Out From the Rest

The firm has positioned itself as a niche India centric advisory firms within its 'Centre of Specialisations' i.e chemicals and life sciences and range of services offered. Girish explains, "Our USP is our extensive reach in Europe through our corresponding consulting and institutional partners in Italy, Belgium, Netherlands, France, Swiss, Germany, Austria & Spain." The firm developed deep insights into the working of the industry and Governments in these countries and is positioned to tap possible opportunities and convert them to growth opportunities for its clients. "The firm's approach to client engagement is uniquely different wherein it first invests its resources in understanding and analysing each client's business to assess its unmet needs and then it places its value proposition to address those needs. We follow a unique approach by focusing on setting up foreign Joint ventures in India only with an Indian partner", adds Rajagopal, when asked about what sets them apart from the rest of the competitors.

In a short span of 12 months prior to and amidst the pandemic phase, the company was active in cross border transactions of diverse nature: acquisition of manufacturing assets from EU for an Indian conglomerate; technology collaboration and JV for a speciality chemicals firm; and incubating an Indian digital healthcare company in EU. Girish says, " We developed a novel virtual business initiative, Indo-Belgium Business Lounges each month, in collaboration with our Belgium partner, 2CIB (Connecting India to Belgium) which brought together companies from both countries from diverse sectors like pharma air logistics; medical technologies; food processing; pharmaceuticals and many more, to explore collaborations. This initiative has now moved to the next stage and some of the collaborations are in different stages of implementation."

At present KnowGenix Global Technology Partners is engaged in pursuing foreign collaborations opportunities for clients in pharmaceuticals, agro-chemicals, speciality chemicals, medical technologies, vaccines and select dairy and food products. The company is now active in translating these opportunities into viable business realities. Going forward, the company wants to continue to become a trusted brand for building international business and technology collaborations in the sectors that it operates in. 

THE CHANGING FACE OF MARKETING

IN TODAY'S DATA DRIVEN WORLD

By Priyanka Sharma, Head - Marketing, CIGNEX Datamatics

Priyanka, a marketing professional with over eight years of experience in strategizing, designing, budgeting & executing marketing initiatives that revolutionize business scenario for enterprises.

With the digital and technology transformation uproar, the Marketing world today has evolved from the traditional 4P's to an age when social networks, advocacy and engagement rules discussions.

The digital landscape is changing and new consumer behavior calls for new rules to engage them. From the days of untargeted broadcasting focused on masses, the world has moved to the digital age which calls for widened reach but accurate targeting.

Today in order to achieve the desired results, it is imperative that both digital and data-driven strategies are well-knit into the marketing processes. With access to advanced tools, marketers can capture data at various stages in their marketing campaigns. By utilizing this data, they have the power to pinpoint specific audiences with targeted messaging.

In short, instead of guessing what people want; marketers need to know where to look. With this approach, the focus shifts towards engaging individuals rather than targeting audiences on different channels. The objective here is identifying the same users across devices & channels and guiding them down the path to pur-

chase by delivering high-quality content instead of high volume communication.

Approaching the Data-driven Marketing Strategy

Like other successful business strategies, it is crucial to have a well-orchestrated data-driven approach that fuels the digital marketing plan & makes it a success.

Audience Retargeting: With customers having access to a plethora of options due to digitization, it is imperative that marketers are able to create a brand recall for their target audience. Here is where remarketing helps. It allows marketers to target their audience, who visited them once and then moved on to other pages and give them a gentle nudge and reminder of what they were looking at on the brand's site. Retargeting is a critical component of the data-

driven strategy as by using the available data; marketers can customize their campaigns and leverage the technology to offer relevant offers to prospective customers.

Data-Driven Advertising: Marketing automation solutions presents users with extensive data insights. From this data individual contacts can be identified and selected, which can be then utilized to create hyper-targeted



Priyanka Sharma, Head - Marketing

smart ads. These ads not only help in boosting retention but also carry the highest potential of converting prospects into customers and thereby enhance ROI. Another way to target potential customers based on data is via social media. The social media channels have first-hand information about the customers. Utilizing this will enable marketers to establish a two-way communication channel which would result in higher chances of conversion.



Optimizing Paid Search Campaigns: With ultra-quick search engines and varied social media channels, in a short span of time customers are looking at multiple things. This data is of immense value and can be put to use by marketers to optimize their paid searches. Marketers can see the keywords the target audience is searching and create content optimized for search which drives valuable traffic to the website.

Data-Driven Email Marketing: Email marketing is an intrinsic part of most marketing strategies. With the right data, a high level of personalization can be achieved in the campaigns. Creating campaigns based on customer preferences will help marketers deliver the right message, at the right time to the right customer which in turn, will build long-lasting relationships with the brands.

Reaping Benefits with Data-Driven Marketing

If implemented successfully, a data-driven approach to marketing can yield surprising results and long term benefits for a brand.

Personalization: With Data-driven marketing, marketers can profile their customers and reach them with customized campaigns as per their needs. By conveying the right information to the prospects at the right time enhances the chance to convert them.

Clarity: The wealth of information received from the data allows marketers to collate actionable insights about

the customers which in turn can be used for customized targeting. By structuring the data based on various attributes it becomes easier to reach the audience with the right messaging.

Multi-channel Content Optimization: Leads generated through any social media channel responds differently than the leads generated from Google Networks. Sifting through this lead data allows marketers to analyze what works best from them and then optimize the content for the right channel, be it – social media, emailers or blogs.

Higher Engagement: More personalized content is always appreciated by the audience and the results are reflected by an increase in the number of likes, shares and engagement on the content. A significant rise in user engagement leads to brand trust which in the long run leads to increased purchases and loyalty.

Today in order to achieve the desired results, it is imperative that both digital and data-driven strategies are well knit into the marketing processes

Customer Experience: Data sifted through various channels helps enhance the customer experience by making it consistent. When the same customers are targeted via various channels with the same messaging, they have the same experience and the chances of conversion increase manifold.

Speed up Closure: Customer analytics derived from data driven marketing helps marketers get information on the repeat visitors. These visitors can be targeted via various marketing channels which enhances the chances of early conversion or closure.

Final Thoughts: Embracing the Future of Data-driven Strategy in Digital Marketing

With complexities of consumer behavior increasing, predictive analytics & artificial intelligence are today in play and can share more actionable insights at each level of a consumer-brand interaction cycle. With this structured data, marketers will be able to run more successful campaigns which will cater to the progressive needs of customers by providing customized and personalized experience. 

IMMIGRATION CONSULTANT

Owlspriority Immigration

A MARKET LEADER IN THE CANADIAN IMMIGRATION CONSULTANCY SPACE



**NINAN LAWRENCE,
FOUNDER,
OWLSPRIORITY IMMIGRATION**

NINAN STARTED OFF HIS CAREER WITH ERNST & YOUNG LLP (EY LLP). AT EY, HE WORKED AS CONSULTANT FIRST AND THEN, A SENIOR CONSULTANT. DURING THIS TIME,

HE WAS CERTIFIED AS AN ISO 27001 LEAD AUDITOR, AND EMBARKED MANY LANDMARK PROJECTS, INCLUDING THE STATUTORY AUDITS OF REPUTED COMPANIES LIKE THE TATA TELESERVICES (TTSL), VODAFONE INDIA AND THE ING GROUP (BELGIUM). HIS SECOND JOB WAS WITH THE OCWEN FINANCIAL CORPORATION - AN AMERICAN MORTGAGE FIRM BASED IN FLORIDA, USA. AT OCWEN, NINAN SPEARHEADED THE NEW YORK DEPARTMENT OF FINANCIAL SECURITY (NYDFS) CYBERSECURITY IMPLEMENTATION. DURING THIS TIME, HE BECAME A MEMBER OF THE INSTITUTE OF INTERNAL AUDITORS (IIA), AND OVERSAW OCWEN'S ACQUIRING OF A NEW AUTO LOAN COMPANY IN 2016. NINAN IS ALSO A PASSIONATE ABOUT WRITING, AND RECENTLY PUBLISHED HIS FIRST BOOK, BEYOND MIND.

OFFICES: BANGALORE, KARNATAKA & VANCOUVER, CANADA

Canada has always been a favourite destination for immigrants and especially in India, there has been a steady flow of students who are moving to pursue their higher education in Canada. With this migration to Canada increasing on a yearly basis, the importance of having a certified and capable immigration consultant is now more important than ever. Owlspriority Immigration is a Canadian immigration firm headquartered in Vancouver and having its branch office in Bangalore city. In developing countries like India where the market for Canadian immigration business is seldom regulated (or scrutinized

by competent compliance or regulatory bodies like the ICCRC - Immigration Consultants of Canada Regulatory Council) enough, consumers often fall victim to immigration-related frauds. Owlspriority Immigration endeavours in educating prospective aspirants on the risks of immigration frauds and the benefits of the Legal Representation process. The company not only provides various Canadian immigration services like permanent residence through skilled migration, business or investments migration, but it also provides Legal Representation for the safety of its clientele's immigration applications.

Standing Out from the Rest

Legal Representation saves Owlspriority Immigration's clients from getting a visa refusal from the government of Canada. The basic motive in the formation of Owlspriority Immigration has been to educate Indian consumers on the risks of unauthorized representation, and thereby become a reputed company that functions successfully based on the applicable laws surrounding immigration in India as well as Canada. Owlspriority Immigration offers a plethora of legal immigration consultancy services to their clients including Canadian permanent residence based on job skills, Canadian permanent residence based on starting a new business (or buying an existing one) in Canada, and Student admissions & study visa services. Apart from that, the consultancy firm also provides other services including LMIA (Labour Market Impact Assessment), Canada visit visas, super visa, and Canadian family class sponsorship. An important advantage of choosing Owlspriority Immigration as your immigration consultant is the fact that the company offers its services at a comparatively affordable price and the company's Canadian citizenship services are provided free of cost as the company sees it as a social endeavour.


OWLSPRIORITY IMMIGRATION
 ENDEAVOURS IN EDUCATING
 PROSPECTIVE ASPIRANTS ON
 THE RISKS OF IMMIGRATION
 FRAUDS AND THE
 BENEFITS OF THE LEGAL
 REPRESENTATION PROCESS

Adding about the uniqueness of their services, Ninan Lawrence, Founder, Owlspriority Immigration, says "We are an RCIC (Regulated Canadian Immigration Consultants) who are regulated by the ICCRC. This ensures that in case if any of the applications we file get rejected by any Canadian visa office, we will be able to go back and take necessary actions (if required) and pass the application, provided the client did not give any false or in-

correct information to the company as part of her/his immigration process. For example, fudged education documents (in case of skilled migration), or, accounting data (in case of business or investment migration) to name a few. In Canada, if an application that does not have legal representation gets rejected, such rejections usually come with a 5-year ban before the applicant (or applicant's spouse) can apply again. Also, Owlspriority Immigration does not engage with a client if our Immigration Assessments Team concludes (based on an initial assessment) that the client may not succeed.

The Perfect Opportunity to go to Canada

Any individual from anywhere in the world may be eligible to migrate to Canada and become a permanent resident of Canada, provided he or she satisfies the Minimum Eligibility Criteria (MEC) of at least one of the 74 live immigration programs that are currently available. Apart from this, there are plenty of advantages of getting permanent residency in Canada including Free world-class state-of-the-art healthcare, Highly subsidized education, and Employment Insurance just to name a few. Apart from all this, Canada has a deficiency when it comes to human resources and Owlspriority Immigration helps clients who have crossed into their immigration's 2nd stage obtain a job in Canada so that they can avoid the hassles of job search when they arrive in Canada. The firm facilitates this through their Career Establishment Services (CES) partners and ensures that they hand-hold their clients throughout the entire process.

Anticipating the increasing growth of immigrants to Canada, Owlspriority Immigration has charted out a well-planned future road map for the company and when asked about the future plans of the company, Ninan says, "We are starting 2 overseas offices - one in Dubai and one in Brazil and we have set this as our immediate goal. Scaling-up sales volume by enhancing services shall be another. Creating a sweet spot in the Indian and international market in business or investment migration category (a business immigration boutique) is also a viable option for us". By constantly evolving with the changing trends, Owlspriority Immigration is striving to continue offering world-class immigration consultancy services and by doing that helping many more people to realize their dreams of migrating to Canada in the most efficient manner. 

MARKET RESEARCH AND PR CONSULTANT

Perfect Relations

INTEGRATING INNOVATIVE TECHNOLOGIES TO OFFER CLASS-LEADING SOLUTIONS



**DILIP CHERIAN,
FOUNDER,
PERFECT RELATIONS**

OFFERINGS

ADVISORY & CONSULTING SERVICES, PUBLIC AFFAIRS & GOVERNMENT RELATIONS, ORGANIZATIONAL COMMUNICATIONS CONSULTING PRACTICE, INVESTOR RELATIONS, DIGITAL & SOCIAL MEDIA MANAGEMENT & NETWORKING, TRAINING WORKSHOP & ONE-ON-ONE COACHING AND SEMINARS & CONFERENCES

OFFICES: KERALA

The current market landscape of Market Research (MR) and PR consultancy have, in some senses, merged into one. The merger of MR and PR happened about eight years ago and today it is increasingly difficult to separate the two anymore. Perfect Relations is today recognized as the top-of-the-league in the communications business and the company was started in the early 1990s by Dilip Cherian, Editor of India's first business magazine Business India and later co-founder of the Observer of Business and Politics. Bobby Kewalramani was the other partner, who had been in

top management positions in The Times of India, The Sunday Mail and the Observer. The uniqueness and quality of their services combined with their ability to incorporate Advances in AI, Deep Data Mining and Media Research combined with Market Intelligence into their services has helped Perfect Relations to create a niche in the market.

Empowered with the opportunity and encouragement to blaze their trails with their diverse skills and talents, the rich personnel resource of the company led to scaling up operations and widening their scope of services. Today Perfect Relations is a company with over 200 profession-



als in 19 fully-owned offices across India. "We have seen over the last three decades that clients only have only one clear demand: raise my profitability and my profile. While advertising addresses customers, the Perfect Relations Image Management technique influences an organization's internal and external audiences by 'paid', 'earned' and 'owned' methods. We choose the ideal combination of traditional and social media to communicate with the entire range of audiences – from customers to employees, from the government at the Centre to panchayats outside your factory, from distributors to suppliers, from shareholders to stock markets, from your global partners to your local kirana store. We weave stories that each of them will be compelled to absorb and we use shock and awe as well as we use events and white papers. We use tools like Press Notes and Releases, Speechwriting, and organizing special events such as editors' round tables which are designed for public outreach and media relation as well as writing for social media. We also build crisis relations strategies and activities, engage in social media promotions and responses to negative opinions online", speaks Dilip Cherian, Founder, Perfect Relations

This has helped the company to create a diversified clientele that includes companies such as Coca Cola, Microsoft, Google, Facebook, Sony, HCL, Apollo Hospitals, Air India, Nestle, YouTube, Tourism Australia, Malaysia, and Singapore to name a few. Adding about the major milestones that the company has achieved over the years and the road ahead for Perfect Relations, Dilip Cherian says, "For us, the most important factor has always been innovation to help clients achieve growth more, faster and cheaper. We have also created a structure that allowed multiple brands within same framework to provide greater depth and distinctive coverage for the industry as they emerged and became significant within the economic framework. As far as the future is concerned, we believe that, PR will no longer in the future be measured by either a quantification of the hours spent by teams/consultants/directors nor in the success with higher impressions and larger footprints but by the eventual business outcomes achieved with PR. Acknowledging this fact, we are aiming to continue improving the quality of our services to ensure that the solutions we provide are custom-created to address our clients' requirements".

Surmount Business Advisors

A PIONEERING FIRM, INCORPORATING LATEST TECHNOLOGIES TO OFFER CLASS-LEADING MANAGEMENT CONSULTANCY SERVICES

Management consulting is more of a service for evolved markets, and the industry has not evolved as much in India as it has in the west. However, business owners are realising the need for management consultants now owing to the need of having an expert advice when it comes to managing their operations, strategy, finance, and people management to name a few. This has helped the consultancy market to boom in India and businesses are starting to understand that it takes time to realise the full results of consultancy solutions. Offering top-notch business consultancy services to bring in new value propositions to their client's business operations is Surmount Business Advisors. The company's commitment to offer the best-in-class management consultancy services and their industry expertise to provide innovative solutions to meet the requirements of their clients has helped, Surmount Business Advisors to develop into a unique entity in the industry.

The Client-First Approach

Unlike most other consultants that go for the one size fits all approach, Surmount Business Advisors prioritizes on offering bespoke solutions that will offer the best results for their clients. "Having worked with corporate clients in the past, I realised that businesses need real value-added services that help them grow their business exponentially, which included financing, strategy, growth and business advisory. These are quite wide terms and can mean different things for different business setups. Our work involves solving business problems through deep diving into various business aspects to get the desired growth/solution. We offer a wide variety of services ranging from accounting and taxation advisory, business and strategy consulting, and growth advisory. Our intention in any of the services is to add value by solving

a problem, be it establishing an efficient tax mechanism, optimising capital allocation, tracking and benchmarking key metrics, and business model pivoting to name a few. We also invest and onboard high growth start-ups and help them in their growth story. We have guided various firms to business growth and one of our newly established B2B segment client was looking to get right leads for their offerings, and we got a tie-up in place for them for 5 years, through which they got many leads and conversion and it enabled them to get authenticity within their segment", avers Niraj Bora, Founder, Surmount Business Advisors.

SURMOUNT BUSINESS ADVISORS ENSURE THAT THE PURPOSE OF ENGAGING WITH THEM IS MET ANYHOW AND THEIR CLIENTS' OPERATIONS ARE BENEFITED IN THE WAY INTENDED

Surmount Business Advisors ensure that the purpose of engaging with them is met anyhow and their clients' operations are benefited in the way intended. The company sets processes, with / without the use of tech in day-to-day work so that the various functions of their clients' operations are streamlined and the business is ready for further growth. Surmount Business Advisor-



NIRAJ BORA, FOUNDER, SURMOUNT BUSINESS ADVISORS

MR NIRAJ IS THE FOUNDER AND DIRECTOR OF SURMOUNT BUSINESS ADVISORS. NIRAJ STARTED HIS CAREER AS AN INTERN WITH HARIBHAKTI & CO (THEN MEMBER OF BDO INTERNATIONAL) AND LATER JOINED ERNST & YOUNG'S TRANSACTION ADVISORY PRACTICE. HE HAS DIVERSIFIED EXPERIENCE IN TRANSACTION ADVISORY (BUY/SELL SIDE), FUND RAISING, ASSURANCE, TAXATION, IPO ETC ACROSS INFRASTRUCTURE & REAL ESTATE, E COMMERCE, RETAIL, FINANCIAL SERVICES, MEDIA & ENTERTAINMENT AND EDUCATION SEGMENT.

OVER THE COURSE OF HIS CAREER, HE HAS WORKED ON SEVERAL TRANSACTIONS OPERATING IN DIVERSE SECTORS INCLUDING REAL ESTATE & INFRASTRUCTURE, TECHNOLOGY & FINANCIAL SERVICES, MEDIA & ENTERTAINMENT AND E-COMMERCE SECTOR WITH REVENUES OF OVER \$10B AND WITH ASSET UNDER MANAGEMENT (AUM) OF \$1BN.

HEADQUARTER: PUNE, MAHARASHTRA

OFFERINGS: ADVISORY & CONSULTING SERVICES, TRANSACTION ADVISORY SERVICES, TAXATION SERVICES, ACCOUNTING ADVISORY SERVICES

primarily focusses on growth-oriented services that have a positive impact on the running of business operations of any client that the company works with. The company does not look at a mere formality of servicing their clients but they strive to bring value-addition to their client's operations through their offerings. Another aspect that separates Surmount Business Advisors from the rest is that the company tries hard to understand the clients pain-points as well as their operations which enables them to provide better solutions to the clients that they serve.

Gearing up for an Eventful Future

The quality and effectiveness of their services have helped Surmount Business Advisors to not just create but maintain an impressive clientele that includes four portfolio companies. Surmount Business Advisors portfolio company's growth has been around 4-5x (overall) in the last 2-3 years with the best bet yet crossing 3700x returns in the last 3 years. When asked about what acted as the major catalysts behind the company's growth, Niraj says, "I would say we learnt a lot building these companies and working with the clients from different verticals since the beginning and that's the best take-away in last few years for us. We are also very selective of the people we hire and the clients we work with. We typically look for clients / businesses who are looking at exponential growth trajectory, and not very keen on low growth business. What we believe is the get working with companies who are at their inflection point in their life cycle and that enables us to grow faster with them".

Once they onboard a client, the company will work with them as if it was their own business which will enable them to give their best to them and serve them better. Evolving with the market trends, Surmount Business Advisors strives to incorporate the latest technologies into their operations and aims for consistent improvement. Going forward, the company is focussing to continue on the same path but more aggressively in future, and will add more startups to their portfolio as well as keep hunting for more high growth companies to work with. **CR**



CFOs CHOICE OF GROWTH PATH: ORGANIC VS. INORGANIC

By Mitesh Shah, Head - Finance, BookMyShow

Mitesh has got vast industry expertise and experience which has helped him to look after the financial operations of BookMyShow in an efficient manner.

Which is the one single word that gets quoted, used or pronounced (and sometimes, abused!) the most in any corporate gathering? Yes, you nailed it – 'GROWTH'.

For a CFO, this word signifies the end objective of the entire organization's actions, and hence often finds place on his desktop or cabin walls to nag him constantly lest his focus deviates from it! The means for achieving this revered destination are multifold, subjective and varies from entity to entity in terms of preference. But one point which has been at the center of all management debates over the years is – which is the best path to get there? Is it through organic route – slow, steady and self-charted path or inorganic route – Quick (well, perceived to be!) and Fancy, but expensive.

This simple-looking binary choice is the most difficult conundrum for a CFO charting-out growth plans. While my professional colleagues at large conglomerates will

have the luxury of allocating capital down the inorganic route effortlessly and frequently, but mid-sized entities & startups have to essentially look at a merger or acquisition as a 'special event' given the limited capital pool and manpower resources at their disposal, as a failure here can get the organization limping behind on the growth curve chart.

Business is the race to think ahead of time, but work with time. In this jet speed changing era, every company needs a person to maintain the balance between company's growth aspirations and profits & returns. CFO here fits as the missing piece of puzzle. CFO of a mid-sized company is a visionary aligned with a plethora of functions. A key primary navigator of CEO, running the house within a limited budget, encompassing full spectrum of likely scenarios & providing critical & independent sanity check-in validating the needs of entire organization. CFO needs to lead from the front and establish a strong case – or

absence of it – for inorganic growth, both to external, as well as internal stakeholders. As a wise man quoted 'Growth for the sake of growth is the ideology of the cancer cell'!

Characterization & responsibility of CFO is akin to a CEO in an inorganic growth proposal. CFO enacts multiple roles from a traditional financial expert to a deal maker, syn-

Driving a business is like fighting multiple battles at multiple war grounds. At the end of the day, CFO has to pick-up his own battles. Be a strategist and fight many at once

ergy manager and integrator, thus becoming a critical enabler of corporate growth. He is considered as thought leader on M&A success. Every deal is considered to be different. CFO with support of CEO, decides of what kind of deals company should pursue. He assesses and evaluates risk involved in every deal. He becomes a very important key while making every deal, as he has to maintain the strategic intent, anticipate opportunities, never overpay, encash synergies and most importantly, not to compromise on control. CFO as merger strategist articulates the vision for company with a deal and can help turn company's various stakeholders into believers.

The toughest challenge for a CFO actually lies in ensuring that deal is evaluated by all internal stakehold-

ers keeping aside emotions! Acumen should always prevail over aesthetics and business sense should be the driving factor for each decision. In today's business world where featuring on business dailies and magazines is (mis) perceived as one of the yardsticks for success, there is a general misconception that a 'dynamic' organization has to travel down the inorganic route at some point of time during their growth journey and it can never be substituted by organic growth.


As Donald Trump once said, 'Your best investments are sometimes the one that you don't make'. M&As aren't indeed sure shot formulae for growth always. The examples of failed M&A are by hundreds in India alone and in majority of the cases, it is because of the impatience on part of the management to flourish quickly, pushing them to stitch a wrong deal either in terms of value, structure or fitment. There are companies that have grown exponentially through organic route predominantly in spite of having huge cash piles at its disposal – Apple tops the chart in this category.

At the same time, the conventional sagacity of M&A deals are ripe strategy to destroy value which is also far from truth in context of today's evolved business world, where corporates have matured in the art of buying, selling and integrating businesses. In fact, the Digital age CFOs, along with progressive Startup CEOs have constructed various new forms of inorganic growth routes – Joint Ventures, Strategic stake through Minority Investments, Commercial Alliances and partnerships with an option to invest/acquire, Reverse Mergers, Incubator support and the latest



of the lot 'Acqui-hiring'. Remember the Golden Rule here for Startups/ Mid-sized Companies – M&As are about acquiring capabilities and not necessarily assets. Since capabilities reside within people, any form of collaboration, which can harness the capabilities well should always be the preferred mode. We have seen some great examples of all of the above forms in U.S., Chinese, as well as Indian Tech Industry with players like Amazon, Google, Alibaba, Tencent, Flipkart and Ola.

For a CFO, M&A is much more than numbers even post completion of the deal. Adhering to the promises made during the deal and maintaining the synergy, every CFO creates a post-integration plan with monitoring systems to avoid things going awry. His role as an integrator doesn't restrict to only finance of two companies, but also involves integrating departments outside Finance. They ensure monitoring performances of crucial departments, post integration.

Driving a business is like fighting multiple battles at multiple war grounds. At the end of the day, CFO has to pick-up his own battles. Be a strategist and fight many at once. Recognizing 'Worth' of an investment over cost of it, is what sets apart men from boys. 

LAST WORD

THE SIGNIFICANCE OF DEVELOPING CONSUMER EXPERIENCE FOR ACHIEVING HIGHER BUSINESS EFFICIENCY

By Rohit Dhingra, Co-Founder & CEO, TAGG

A young entrepreneur from Delhi, Rohit's strong inclination towards technology and a zeal to make it big in life gave him the idea of starting his own company of technologically advanced goods & gears.

At present, companies all over the world are acknowledging the significance of developing consumer experience realizing that it can either make or break their business. Building a great relationship with customers is essential to fuel your business. In order to develop a great and interactive experience for the consumers, understanding their journey is of prominent importance.


The consumer's perception towards a particular product or service shapes up the structure of the respective business and in order to support this perception, companies need to take care of the consumer experience right from the initial stages. The consumer experience shall not end even after the purchase has commenced, but the actual priority task commences right after it. Skilful after sales services and exciting offers are something that leaves the most significant impact on consumers' mind. No matter how good experience the consumer had during or before the purchase, poor after sale services can negatively impact their overall experience.


Every bad experience refrains the consumers from opting again for the brand; however, what makes this situation even worse is the negative word of mouth that they may spread amongst their close companions and family.

Word-of-mouth is one of the most underrated, yet powerful tools of marketing. Every year, the companies spend an enormous amount of money on marketing in order to gain the desired visibility and win the consumers' trust. If implemented in the right course, the impact of word of mouth can help companies to save a large amount of their profits that they divert towards various forms of marketing. Providing consumers with satisfaction will not just provide business with word of mouth publicity, but will also empower consumer loyalty towards the company. A great personal experience of a previous customer acts as a testimonial, which puts every company far ahead of its competitors. Negative word of mouth should be kept in check to avoid losing old as well as potential customers. The fact that attracting a new customer requires considerably more cost & effort



fort than to retain an old one, improving customer experience becomes even more important.

Customer experience is the most powerful tool of marketing at present. As the competition is getting more cutting edge with every passing day, it enables companies to differentiate themselves in a comprehensive market. With the availability of more than hundreds of options in each category, the modern customers have multiple choices. The only way to engage them is to provide them with a unique experience as the modern customer is much more informed and empowered. They educate themselves thoroughly before making the final decision of purchase and expect the best services when they approach you with their dilemma. 



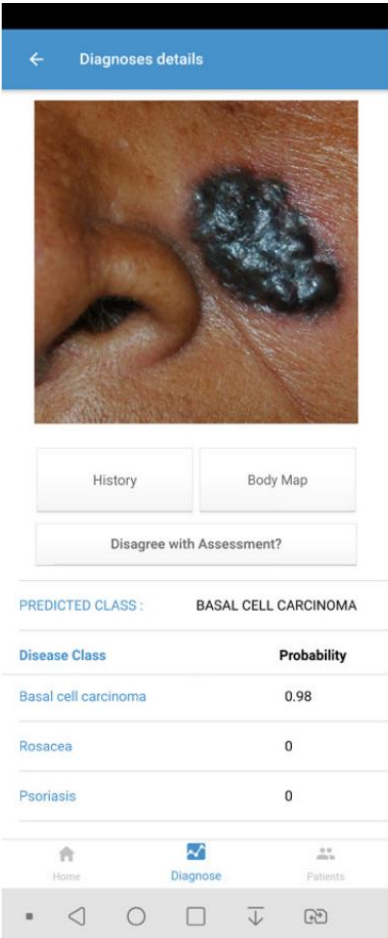
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