



**Collaborate ~ Incubate  
~ Create Brands**



# What We do

- ❖ Bring Consumer & Retail Markets Understanding
  - ❖ to Small & Medium Enterprises
  - ❖ to Small Divisions of Large Organizations
- ❖ Provide Collaborative Strategy solutions
  - ❖ With an entrepreneurial approach
  - ❖ Hand hold till projects hit maturity



# Our Mandate

- ❖ Focus on building a long- term client relationship through the Early Enterprise Life Cycle
- ❖ Leverage our expertise to successfully align the interests of customers, investors and the enterprise.
- ❖ Partnering approach
  - ❖ Dedicated attention - Focus on select clients
  - ❖ Extension of clients' in- house management team
- ❖ Strategically driven transactions
  - ❖ No One-Off Assignments.
  - ❖ Retainer / Success Fee based Compensation



# Our Services

- ❖ Build – Operate – Transfer Practice
  - ❖ Turnkey Organization Building
- ❖ Brand Licensing Practice
  - ❖ Scoping, Validation & Licensee Fitment
  - ❖ Operational Controls
- ❖ Business Advisory Practice
  - ❖ Strategy Validation
  - ❖ Corporate Finance & Regulatory Practice
  - ❖ Partner Search / Funding & Structuring
  - ❖ Due Diligence/ Compliances
- ❖ Engineering Practice
  - ❖ Cost Re-engineering
  - ❖ Facility Planning
  - ❖ Vendor Search



# Build- Operate- Transfer

- ❖ Turnkey Organization Building
  - ❖ Responsibility of Execution / Implementation
  - ❖ Formation of Project Board
  - ❖ Strategy Identification/ Blue Print Finalization
  - ❖ Business Plan Execution
  - ❖ Moves to Business Advisory in the last 6 months / 1 year
- ❖ Combination of retainer fee + success fee
- ❖ Part of the fee convertible into equity
  - ❖ Right to equity up to 26%



# Brand Licensing

## ❖ Turnkey Solutions

- ❖ Scoping & Feasibility Studies
- ❖ Brand & Category Fit Analysis
- ❖ Category Business Planning
- ❖ Licensee Shortlist & Fitment
- ❖ Royalty & Fee Negotiations
- ❖ Brand Protection Guidelines

## ❖ Ongoing monitoring

- ❖ Operations Monitoring
- ❖ Performance Reviews

## ❖ Combination of Retainer + Success Fee



# Business Advisory

- ❖ Strategy Validation
  - ❖ Business Plan Validation
  - ❖ Coaching for CEO/Functional Heads
  - ❖ Corporate & Statutory Compliances Advisory
  - ❖ Business & Operational Audits
  - ❖ Sales & Marketing Audits
  - ❖ Technology Audits
- ❖ Supervisory Support
  - ❖ Responsibility of Implementation with the Client
- ❖ Retainer Fee + success fee





## Industry Verticals we operate in

- ❖ Consumer Packaged Goods (FMCG)
- ❖ Food & Beverages
- ❖ Consumer Durables
- ❖ Consumer Services
- ❖ Apparel & Footwear
- ❖ Retailing & Franchising



# Our Business Model

- We support clients who have raised / intend raising funds but are starved for Management Bandwidth
- We support PE's / VC's / HNI's who have invested / intend investing funds into good projects but the project needs sector specific Management Bandwidth
- We support PE's / VC's / HNI's in Business Audits before investments & on an ongoing basis on Business Audits which helps protect their investments

**In some sense we are the opposite end of Venture Capitalists, complementing each other**



# Founder Directors

## A.P. SRIVATSAN

- Over 20 years experience in Sales, Distribution & Marketing with Nestle, Dabur, Gillette and Pepsi .
- Experience both of Domestic & Sub-continental Markets.
- 5 years in the service industry as CEO/Start-up Head in the Telecom and Financial Services industries.
- Strong Network in the Trade, Channel & Franchising Space
- Diverse Experience of New Venture Operations, particularly in the last 5 years



# Founder Directors

## M. SUNDARRAJ

- Over 15 years in Marketing, Sales & SCM with Tetley / Tata Tea, Marico, Tefal & TTK.
- Start up & New Product x Market penetration Specialist
- Multi Industry Exposure (Durables, FMCG /Food & Beverages)
- Well honed back room skills, having managed SCM/ ERP implementations in a distributed environment
- MBA (IIM Lucknow) / CWA , with good mix of front-end experience with back room skills



# Founder Directors

## P.K. SAMBAMOORTHY

- Over 20 years experience in leading companies like BPL Mobile, ZIP Telecom, Essar Group, GIC and Ponds.
- Experience in partner search, capital structuring & fund raising. Specialization in Funding Start up Ventures.
- Strong knowledge in Accounts, Finance, Secretarial and Legal.
- Nominee for best CFO award 2003 by IMA-American Express Corporate services.
- FCA, AICWA and ACS.



# Founder Directors

## K.R. SATHYANARAYANA

- Over 20 years in leading public and private sector industries like HMT & Titan
- Over 9 years of experience as an independent management consultant in Retail Re-engineering space.
- Widely traveled bringing in rich international technology management practices
- Active member of several BIS Committees in evolving national and company standards.
- Graduate of Bangalore University in Mechanical Engineering.



# Projects done



UNITED COLORS  
OF BENETTON.



DOCKERS

- Domestic Market Entry Strategy for an apparel exporter



PRIMUS  
Changing Lifestyles



Jockey



TV Style



adidas

- Migrate from “OEM” to “Market Mindset”
- Create Licensing arrangements with Major Apparel Brands
- Set up Sales & Marketing infrastructure
- Manage New product introduction through network



Figurz

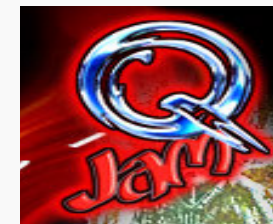
- India Entry Strategy for Women’s only Gym

- Branding
- Business Plan
- Launch of the 1<sup>st</sup> Center for pilot



## Projects done

- Vending solution for a Coffee Major
  - Consumer, Trade & Outlet dynamics  
Research on Vending requirement
  - Machine Engineering/ re-configuration
  - Testing & vendor selection
  - Pilot & roll out
  
- Retail Entertainment Product Launch
  - Generate & distill the product proposition
  - Build a retail business model
  - Test Pilot locations for viability check
  - Roll out nationally
  
- Digital Imaging Chain
  - Concept Research
  - Design
  - Test Launch



*Retail Audio Station*





# Projects under implementation

Retail Education Venture



Foods Business- Ideation to Execution



Retail  
Advisory  
for Tech Start-up



Business Advisory/ JV  
/Partner Search





## We act as

- Outsourced Business Champions for Bandwidth starved New Business Ventures & Divisions
- Champions for new projects/ new products/ new markets
- Scale-Up Catalysts for Resource Hungry enterprises





*Thank you*