



Mobile. +91 9820625660
orlene@dessenceconsulting.com
www.dessenceconsulting.com

D'Essence Consulting

Capability Statement

for

Talent Management Practice

Capability Statement

D'Essence is a Management consulting, Business Advisory and Talent Management consulting boutique firm. We assist organizations to grow and remain competitive. We advise companies on Entry strategy, building markets and sales, improving productivity and bottom line performance. We assist in the execution of change initiatives, acting in either a leadership capacity, an external resource or as program and training coaches to the executive team.

Our Methodology and Values

- We believe in working from within, with client teams as opposed to as an external force. This leads to greater shared vision, higher buy-ins and commitment of the staff that will ultimately deliver.
- We strongly believe that strategies, plans and solutions are only as good as the implementation.
- We maintain confidentiality about the assignments and all information is shared only with prior consent of the promoters.
- We approach each engagement as a stakeholder.

Service Disciplines

We offer a comprehensive range of business solutions covering:

- Psychometric testing and profiling in Recruitment, training and counseling
- Leadership culture and change
- Professional facilitation, Coaching and training
- In-company training programs
- Business Strategy
- Business planning

D Essence

MANAGEMENT CONSULTING*BUSINESS PLANNING & STRATEGY*CORPORATE TRAINING

- Business turnaround
- Startups
- India Entry Strategy
- Mergers & Acquisitions Advisory (M&A)
- Valuation
- Joint ventures & Strategic Alliances
- Use of e-Commerce and IT for developing competitive advantages.
- Business Modeling and Implementing creative business solutions
- Marketing, Sales and Distribution Strategy formulation
- Management Support
- Research and Assessment
- Productivity and Results

We develop and conduct "in-company" training programs for upgrading team competencies especially in the areas of sales, marketing and service. These programs include:

- Discovery – Unfolding Unlimited Potential
- Business Writing and Presentation Skills
- Assertiveness
- Creative Problem Solving & Decision Making
- Customer Centered Selling
- Leadership and Team working
- Personal Effectiveness
- Sales Management and Leadership
- Setting lofty goals and achieving them/Wining Attitude-Success Strategy
- Time Management
- Win- win Negotiations

Team Profiles

Chandni Sahgal - Managing Proprietor and Chief Consultant

- Founder and Managing Proprietor of D'Essence
- Over 20 years in professional corporate life at leadership positions in world-class organizations.
- Wide international exposure
- Professional Experience with Eicher Motors, Prithvi Nandy Communications, MTV India, Times of India, Cyanamid India.
- Education at BITS Pilani, London School of Economics and University of Toronto
- Was awarded the 1989-90, Cyanamid International Chairman's Award for successfully introducing a new product for broiler feeds across India
- Was awarded the Chevening Gurukul Scholarships in Leadership and Excellence conducted at the London School of Economics.

- Chandni was awarded the prestigious 1993-94 **Graduate Gordon Fisher Fellowship** at the University of Toronto. She is the only non-Journalistic Media Manager to receive this fellowship.
- Interactions with numerous academic, industry, social, political leaders and thinkers
- Exposure to the working of leading entities like The Canadian Broadcast Corporation, CNN, Toronto Star, Ottawa Sun, The New York Times, BBC, The Financial Times, and The Guardian.

Orlene D'Souza – Consulting Associate

- Psychologist, Pursuing Ph.D. in Human Resource
- Management
- Is committed to the application of psychology in the Industrial context

- Experience in the use of psychometric test in recruitment and selection
- Possess good Counseling skills
- Has conducted research in the areas of
 1. Personality
 2. Organizational culture
 3. Organizational values
 4. Person-organization fit and its outcomes

Ganesh Rewanwar – Consulting Associate

- MBA (Finance) with Engineering background and CFA 1
- Professional experience with Reliance Industries, Deutsche Bank AG Philippines, IP Ventures Philippines and Veltrup AG Germany
- Wide international exposure
- Education at Asian Institute of Management, Manila, Stockholm School of Economics, Stockholm

Harold Kharduid – Business Development Associate

- MBA with Engineering background
- Education at Indian Institute of Management (IIM), Calcutta, R.E.C., Trichy
- Professional experience with TISCO (Tata Steel), BPCL and EXIM Bank of India
- Has spent childhood in North-East region
- Has a diverse background
- Expertise in Branding, transforming initiatives in to sales and distribution system in India

Rajesh Chedda – Senior Financial Associate

- A qualified chartered accountant who associates with us for all negotiations and dealings with Government institutions and departments.
- Provides inputs in building all financial models, due diligence and dealing with the client's bankers and investors as required from time to time.

Vivek Verma –Design Associate

- Provides the design, architectural inputs, creative project management and costing inputs.
- Involved in designing and executing 5-Star Hotels, restaurants, Corporate and residential architecture and interiors and in the design of commercial Centers, Multiplexes, shopping Centers and entertainment company offices.
- Key projects include Planet M music stores at all locations, offices for MTV, UTV and the Times of India Group, Retail outlets for Reebok and Crossword, Haiko, Supermarket at Hirandani Powai, Rave 3 Multiplex at Kanpur and E-Citi Multiplex at Ahmedabad.

Manisha Juneja-Business Development Associate-Delhi

- Co-ordinates our business development activities in Delhi such as managing key client relationships and tracks sectoral growth.
- Works on entry strategy and market research projects across various sectors esp. like Retail, IT, Media and Entertainment.
- MBA from ISB with specialization in Strategic Marketing and Leadership & Change Management.
- Worked with Coopers and Lybrand and A.T Kearney and worked on



MANAGEMENT CONSULTING*BUSINESS PLANNING & STRATEGY*CORPORATE TRAINING
Market Feasibility for large corporations entering the Indian market.

Associations, Memberships and Infrastructure

We are a Member of the **Indian Merchants Chamber**, an apex body of trade, commerce & Industry in the western region of India

The Executive Forum- a body of professional managers in Bombay with an objective of further professional thinking and networking. The membership is by invitations and includes Top and senior level professionals from industry, banks, and associations across sectors.

Additionally adequate office staff, equipment and software support us. We are also associated with reputed, Software engineers and Investment Bankers and can create a multi-disciplinary team based on the requirements of the assignment.

Our Clients

Anand Rathi Group,
BNP Paribas,
Castrol India Limited
Comsat Max
DEAL India Limited
Dhadkan.com
DSP Merrill Lynch
HOEC-Bardahl Ltd,
JP Morgan Chase Bank,
Mahindra & Mahindra
Maharashtra State Agro Marketing
Board
Maharashtra State Road Development
Corporation
Planet M,
Reuters India,
Satco Finance
Tourism Co-operative
The Times of India Group,
YoungBuzz India Ltd

Learning References from other projects

During the course of our handling other projects we have had the opportunity to study the following models:

DSP Merrill Lynch

D'Essence conducts workshops and training seminars on an ongoing basis for middle and senior level management with an emphasis on building High Performance Teams. The programs envisage a multidisciplinary group exposed to theory, role-plays, games, simulation, films and case studies. A couple of the recent programs being:

- Being Assertive and Resourceful
- Communicating and Relating Effectively in a High Performance Environment
- Conducting Effective Business Meetings

JP Morgan Chase Bank

D'Essence conducted training programs for Middle & Senior Management. The program focused on Vision Building through various ways like unfolding creativity, goal setting, team work, building winning attitude and empowering beliefs.

Mahindra & Mahindra

D'Essence was involved developing and implementing "Project Sahyog" for Mahindra & Mahindra Distributors & Dealers. The project sought towards upgrading the total channel and relationship management at the grass root level.

Castrol India

We assisted in carving out a new industrial product division of the company. Further, it was involved in developing and delivering extensive management programs in the areas of skill, knowledge and attitude. Basic objective of the program was to change Product selling attitude to Solution selling.

MSAMB-MDRDC AGORA Project

MSAMB and MSRDC are jointly establishing AGORA an **Exhibition cum retail sale Center for horticultural produce** on the Mumbai-Pune Expressway. The entire project envisages more than 100 shops selling fresh produce, an exhibition center, a food court and other facilities like a bank ATM, clean toilets, a communication center, a petrol pump and a parking facility for 500 cars.

The scope of work includes:

- Creating the concept
- Consumer and Market Survey
- Architecture and design
- Business Plan & Marketing Plan
- Benchmarking, Critical success factors and referential learning

HOEC-Bardahl Ltd

This company is the Indian subsidiary of Bardahl, a world major in auto-additives, and is responsible for the sales of various Bardahl Products in India.

D'Essence's assignment was to:

- Generate a Business and Marketing Strategy as well as an Implementation plan
- Build Competencies, Confidence and Morale in the Bardahl Team to be able to achieve Goals and Targets
- Assist in Monitoring and reviewing progress

Based on our recommendation and guidance, HOEC-Bardahl Ltd. has been successful in introducing a planning and target-oriented culture with motivated and charged individuals championing various projects.

Tourism Co-operative(A unit of Tourism Co-operative of India Ltd)

The tourism Co-operative promotes tourism. It is a single window for all travel related activities. We have been providing regular Management Inputs and advisory to services to this organization w.e.f May 2001. Some key projects that we have been involved are:

1. Planning and participation of our artistes in the Edinburgh Festival.
2. Marketing and Media plans for Mango Festival 2002, 2003

3. Business planning and marketing for Sindhudurg Beach resort and health spa
4. Development of Crafts workshops to be held at the beach resort
5. Day to day functioning of the co-operative.

Mango Festival 2002 and 2003

The first ever mango festival (exhibition cum sale directly from farmers to consumers) was organized in Mumbai. With 150 stalls exhibiting best quality mangoes from Ratnagiri, the festival drew approximately 200,000 visitors over 5 days.

The festival also included

- a) Seminar on Tourism in Konkan by MTDC and MEDC
- b) Site performances by Scottish Artists
- c) Musical show by Suresh Wadkar and Usha Mangeshkar
- d) Lok Utsav-folk arts performances by African people, Gujarat, Rajasthan and Sindhudurg

D'Essence was a member of the steering Committee and involved in design, co-ordination and planning of the festival

YoungBuzz Career Centres & www.youngbuzz.com

YoungBuzz is India's first state of the art career-counseling center offering a Choice Platform for young adults between the ages of 13 and 21. The spirit of YoungBuzz is to partner the growth, development and career choice process of the youth in India. **The project is based on the Idea, Concept and design created specially for YoungBuzz India Ltd. by D'Essence.**

Youngbuzz offers services through its 3000 sq ft artistically done center at Parel.

The scope of work includes:

- Career counseling, personality and aptitude testing
- Developmental workshops
- Internships and Apprenticeships
- Talks and lectures by leading personalities
- A well-stocked library of books, films and CD-ROMs

In addition the effort is facilitated by creation of a portal www.youngbuzz.com. It is proposed that 15 such centers be opened across India in the next 2-3 years enabling close to 95000 Indian young people to benefit from this service every year.

Bennett, Coleman and Co. Ltd. (The Times of India Group)

Bennett Coleman and Co LTd is the largest media group in India and publishes the Times of India, the world's largest read daily newspaper.

D'Essence is commissioned to lead the Times Group forays into new media like TV, Digital Audio and other new Ventures. D'Essence's responsibility includes:

- Advise on the entire initial concept and formulation of the entry strategy
- Corporate structure
- Strategic alliance partners both local and International
- Human resource requirements and competencies
- Broad content structure
- Marketing strategy and implementation

Some of the assignments worked on, for Bennett, Coleman and Co. Ltd. are:

A) Developing a strategy for furthering the business of the **Magazines Division of the Group.**

B) Planet M Retail Stores

- Planet M is one of India's largest retailers of Music and entertainment products aimed at the upwardly mobile young people.
- Developing a Business Strategy and Growth plan report for the next 10 Years.
- Oversee implementation of plans and increase of margins steadily.

For further information, please contact

Off No. 2, Bldg No. 1 New Mhada Complex, Near PMGP Colony
Off Mahakali Caves Road, Andheri (East)
Mumbai, India- 400093
Tel 91-22-2834-7425, Fax 91-22-2822-8142
Email.- info@dessenceconsulting.com, orlene@dessenceconsulting.com
Mob - +91 9820625660, +91 9820075332
www.dessenceconsulting.com