

# D'ESSENCE CONSULTING

D'Essence is a Management Consulting, Business Planning & Strategy, M&A Advisory and Consulting boutique firm.

We assist organizations to

- Build
- Grow
- Remain Competitive

# D'ESSENCE CONSULTING

We advise companies on Start-ups, Entry strategy, Building markets and Sales, Improving productivity and Bottom line performance.

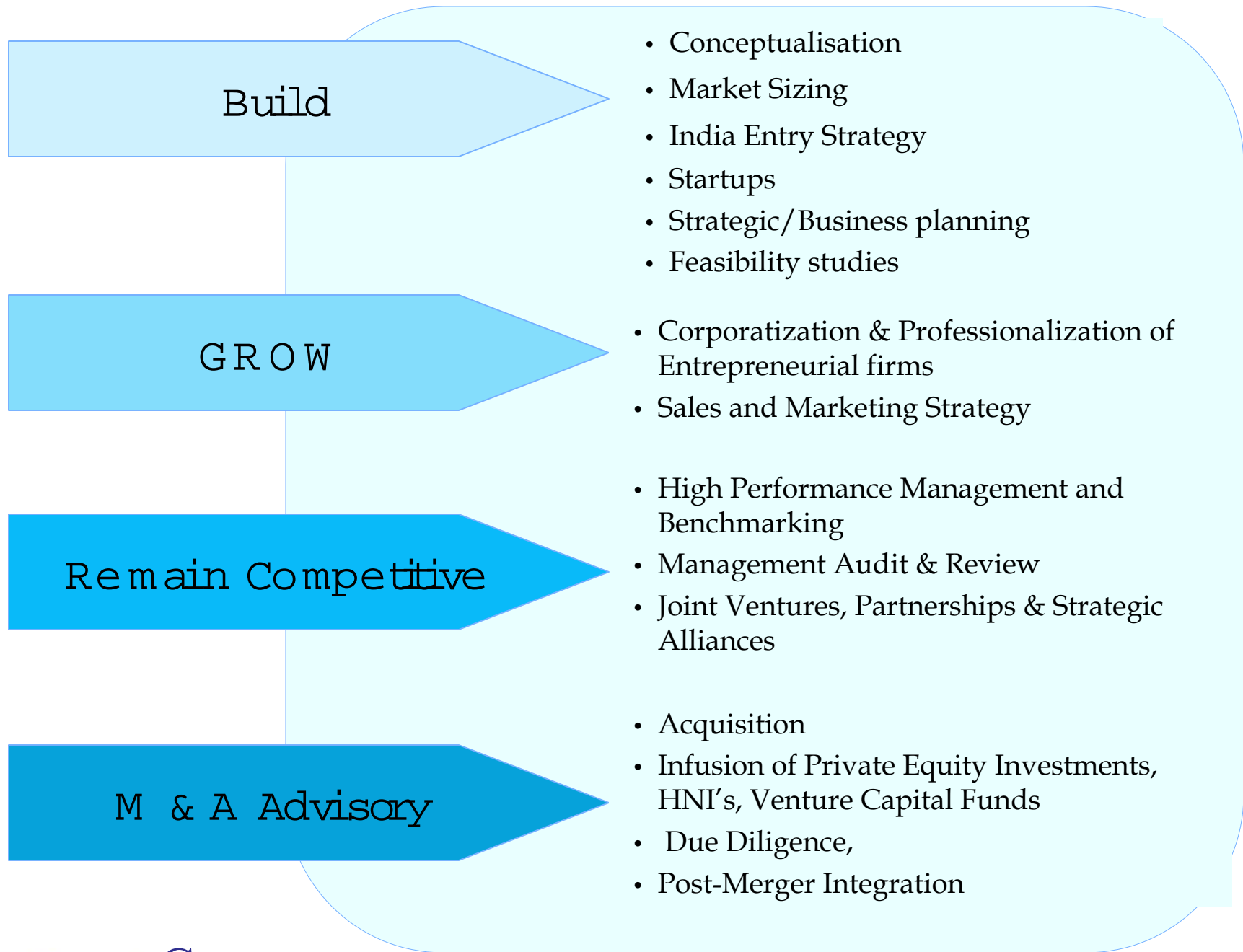
Provide Market access and funding through Venture Capital, Private Equity Funds, HNI's as well as Professional Corporate Bodies

We also aid organizations grow through organic and inorganic routes using tools like M & A - forming Joint Ventures , Partnerships and Strategic Alliances

# Our Services

“Our customized services help you achieve your objectives We have a vested interest in your performance and see you through growth and profitability”





# The India Story

## Entry Channels

- Offshoring / Outsourcing
- Procurement / Supply Chain
- Joint Venture for entry into India
- Introduction of products in Indian Markets
- Acquisition of shares of local companies
- Private Equity investment in local companies



## Opportunities

- IT /BPO
- Infrastructure/Construction
- Textiles
- Auto Ancillaries
- Pharma/Bio-tech
- Retail
- Food and Agri-business
- Media
- Energy

## Services for India Entry

- Entry Strategy, Business and Strategic Planning
- Identification of Local partner, representative
- Management support for Startup ventures
- Assistance in Private Equity Investments
- Joint Ventures, Partnerships & Strategic Alliances
- M&A advisory
- Identification of Key Managerial Personnel
- Market Research & Feasibility studies
- Due Diligence

## The India Story

### Outsourcing – Why India?

- **Clearer strategic focus** - allows managers to focus on core competencies and strategic issues rather than on routine, time-consuming activities
- **Better resource allocation** – global delivery model can help shift traditional focus from transactional activities and reporting to the delivery of forward-looking information and value-added business analysis.
- **Faster time to market** - Time reductions result from 24/7 development cycles, rapid ramp-up through access to a large pool of resources and faster learning curves in some areas stemming from past experience.
- **Improving service quality and productivity** --reduce response time, deploy solutions faster and improve system availability.
- **Achieving cost effectiveness and Significant cost savings** and at the same time access to a well-qualified and diverse pool of Human Resources.
- **Political Stability and Government Policies** - The reforms have removed restrictions on investment and made the process easier. In a lot of sectors, government regulation has declined, increased private sector participation and competition :- Telecom, FM Radio, Insurance and now Aviation, Infrastructure, Print Media, Banking as well as retail.

## The India Story

### Outsourcing – Why India?

- **Cost Competitiveness** – Labour arbitrage not just limited to low-end but also high-end value-added services like analytics. (JP Morgan, GE)
- **Cost Savings** - Fully loaded costs for offshore work in India are 30-50 percent lower than those in the U.S. and Europe.
- **Well-qualified and diverse pool of Human Resources and rigorous Indian Educational System**

Every year, approximately 19 million students are enrolled in high schools and 10 million in pre-graduate degree courses across India.

- 2.1 million graduates and 0.3 million post-graduates pass out of India's non-engineering colleges.
- Indian education system places strong emphasis on mathematics and science, resulting in a large number of sciences and engineering graduates.
- Mastery over quantitative concepts coupled with English proficiency has resulted in a skill set that has enabled to take advantage of the current international demand for IT.

## India Factsheet

- **GDP Growth Rate:** 4.6% (2001/02); 8.1% (2002/03); 7.3%(2003/04 - projected)\*\*
- **Major Exports:** Textile goods, engineering goods, chemicals, leather manufactures
- **Major Exporting Partners:**
  - United States 20.8% - China 6.4% -United Kingdom 5.3% - Hong Kong 4.8%
  - Germany 4.4% - Australia 1.0%
- **Major Imports:** Crude oil and petroleum products, machinery, gems, fertilizer, chemicals, coal
- **Major importing Partners:**
  - United States 7.1% - Belgium 5.8% - United Kingdom 5.3%
  - China 4.8% - Singapore 4.4% - Australia 2.7%
- **Major Economic Centres:** Mumbai (Bombay), Chennai (Madras), Hyderabad, Bangalore, Delhi, Kolkata
- **Population:** 1,061 million (est. 2003)
- **Consumer Demographics** – 54 % of Indians are less than 25 Years making us the youngest nation in the world
- One of the fastest growing cellular markets in the world.Tele-density has jumped to 7.0 % from 3.0 % in 1998.

## India Factsheet

- **Strong Macroeconomic Fundamentals**
- **Second fastest growing economy in the world.**
  - Average GDP growth rate of above 6% over the last decade. Grew at 8.2 % in 2003-2004.
- **Second largest emerging market**, and 4th largest economy in terms of PPP 300 million middle class that offers a huge domestic market
- **Savings Rate:** Around 26% of GDP
- **FDI inflow** into India was US\$ 3.5 bn. in 2002. FII's have invested over US\$ 7.5 billion in India
- **High growth potential** over long period:
  - Goldman Sach's forecast: India to emerge 3rd largest economy by 2050 with the economy projected to grow by 5% annually
- **Leader in Knowledge Industry**
- **A preferred BPO destination.**
  - 250 of Fortune 500 Companies are clients of Indian companies.
- **R&D base** for over 100 of Fortune 500 companies, with GE's largest R&D Center outside US
- **High quality standards** in the field of IT
  - over 2/3rd of world's SEI CMM Level-5 companies being Indian
- **Large pool of World Class scientific and technical manpower** – over 650,000 workers in knowledge industries alone

## India Factsheet

- **India's pharmaceutical industry** is the 4th largest in terms of volumes. India is among the top five manufacturers of bulk drugs.
- Diversified & strong manufacturing base Indian industries have excelled in world class manufacturing in many industries.
- **MNCs** like Volvo, GM, GE, Chrysler, Ford, Toyota, Uniliver, Clariant, Cummins, Delphi sourcing high quality components and hardware from India
- **Hero Honda** is world's largest manufacturer of motorbikes
- **Tata Iron & Steel Company (TISCO)** is lowest cost producer of hot-rolled steel in the world
- **Bharat Forge** world's largest single location forging facility supplying to Toyota, Honda, Volvo, Cummins, Daimler Chrysler
- **World Deming Quality award** for a number of auto-ancillaries companies
- **Hyundai Motors India** is set to become the Global base for manufacturing small cars by M/s. Hyundai Motors
- **Moser-Baer** is world's 3rd largest producer of optical media & lowest cost manufacturer of CD-Recorders
- **Essel Propack** world's largest manufacturer of laminated tubes with 30% of global market x

*Source: Nasscom, Industry Estimates*

# Consumer Outlook

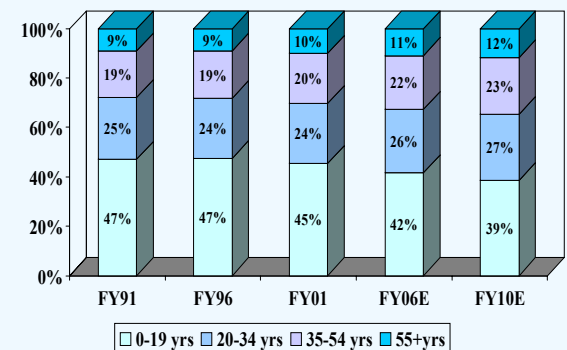
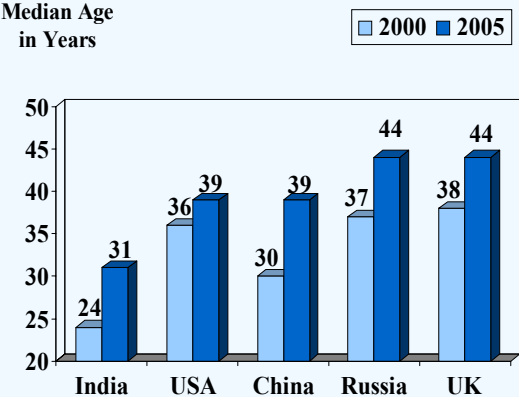
## The new Indian Consumer.

- ‘India leads Asia-Pacific in consumer confidence. Indians also appear to display the highest degree of confidence in their economy than consumers in other Asia-Pacific countries.’ -*Business Standard, 2004*
- “... a new breed of consumer in India - young, increasingly wealthy and willing to spend on everything from mobile phones to speakers to French fries.” -*Time Magazine, 2003*
- **Getting Richer.....**
  - Emerging Industries like Retail Chains and Call Centers making young adults richer.
  - Middle class has grown by 17% in 3 years.
- **...Younger,...**
  - Young adults command \$10.5bn in cash to burn.
  - Spending of college graduates is growing at 12% twice the rate of the GDP.
- **...Credit Friendly...**
  - Personal Credit disbursed has increased to Rs. 160,000 Cr in 2003 from Rs. 50,000 Cr in 2000
  - 12% people in Urban SEC A/B are currently EMI's for loans, of which 40% have taken home loans.
- **...and Indulgent**
  - Growing Income and Easy availability of finance have promoted heavy spends in capital items like House, Vehicle, Consumer Durables, Jewellery
  - Consumer no longer believes in ‘saving to buy’. (Source: Time Magazine, 2004 & KSA Technopak Consumer Outlook 2004)

## Snapshot

Nearly 70% of population is below the age of 34

Median Age in Years



Source: KSA Technopak Consumer Outlook 2004

## Consumer Outlook

### Categories Grown in 2003

- Mobile Phones 96%
- Consumer Durables 53%
- Payment to household help 48%
- Movies & Theatre 38%
- Vacation 32%
- Books & Music 32%

| 15-19 years |                    |
|-------------|--------------------|
| Rank 1      | Books & Music      |
| Rank 2      | Apparel & Footwear |
| Rank 3      | Eating Out         |
| Rank 4      | Movies & Theatre   |
| Rank 5      | Mobile Phones      |

| 20-25 years |                   |
|-------------|-------------------|
| Rank 1      | Eating Out        |
| Rank 2      | Books & Music     |
| Rank 3      | Consumer Durables |
| Rank 4      | Apparel           |
| Rank 5      | Movies & Theatre  |

| 26-50 years |                    |
|-------------|--------------------|
| Rank 1      | Eating Out         |
| Rank 2      | Books & Music      |
| Rank 3      | Apparel            |
| Rank 4      | Consumer Durables  |
| Rank 5      | Precious Jewellery |

# Our Framework

“Our framework enables us to segment key areas, suggest solutions and improve efficiencies, aiding streamlining of operations. We are committed, and work from within the clients team, rather than act as external forces”





## What we can offer you !

- Formulate business Growth Plan and Business Strategy for 3-5 yrs
- Professionalization and Corporatization of an entrepreneur run business.

- Generate capital raising alternatives
- Prepare investment kit for fund raising
- Evaluate, finalize, recommend best investment option at optimum value.

### Strategy and Organizational Development

- Road map for the company's growth through organic and inorganic routes
- M&A, Strategic Alliances and Detailed Business growth plan & strategy
- Detailed Implementation Planning
- In-depth Review of current Business Model and Strategic Planning
- Development of Business Administration, Monitoring and Control Systems
- Recommendations for Organization's functional revamp.

# Our Beliefs

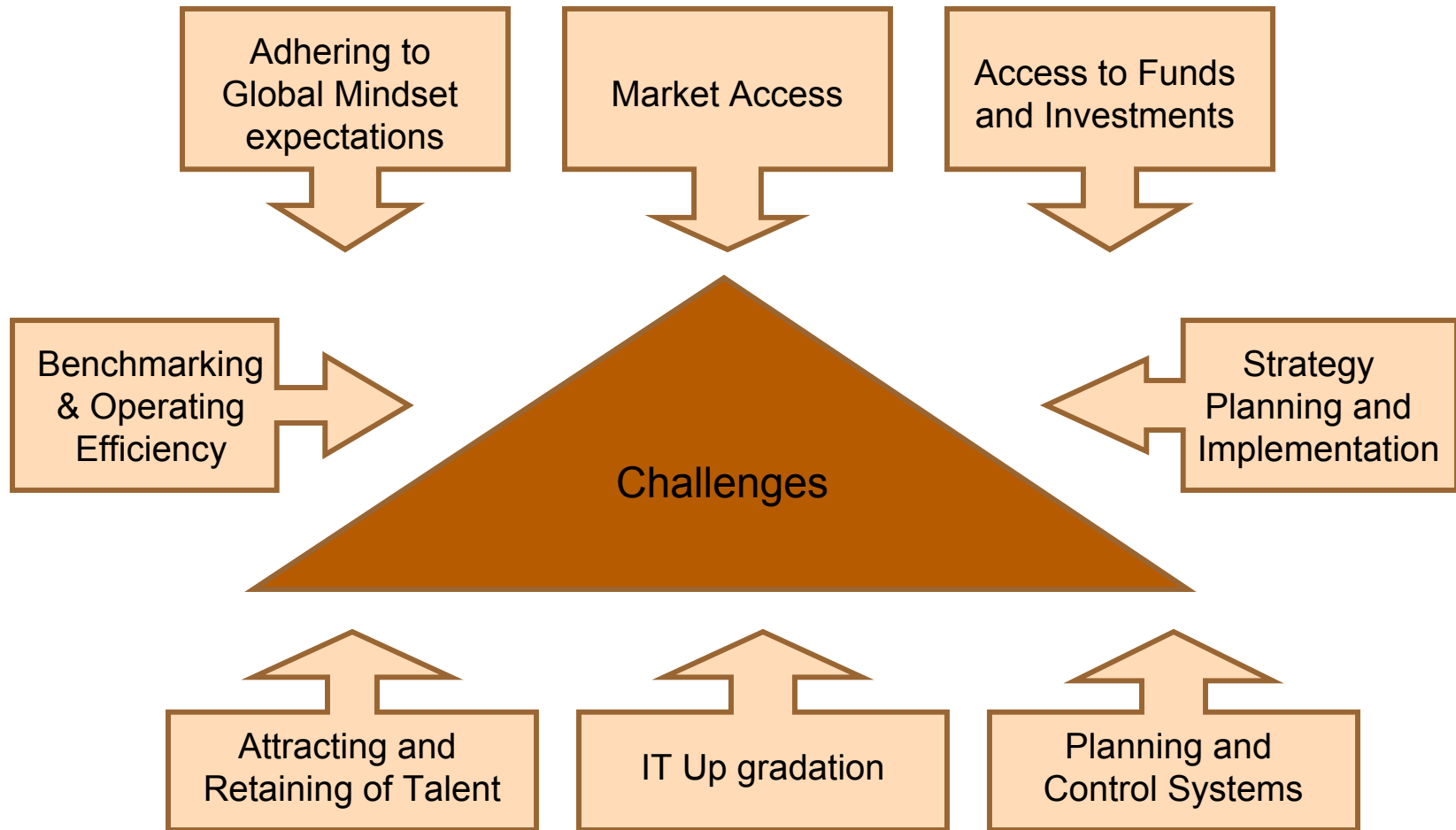
“We believe that any strategy is as good as its implementation. We help execute and monitor”



## Advantage: D'Essence Consulting

- We support our clients with a superior level of customized service and highly specialized expertise.
- Good at building relationships and can become long term trusted partners and advisors. . .
- Senior partners are involved in every assignment
- Maintain higher degree of confidentiality as fewer people handle information.
- Less bureaucratic, more flexible thus faster delivery and turnaround times.

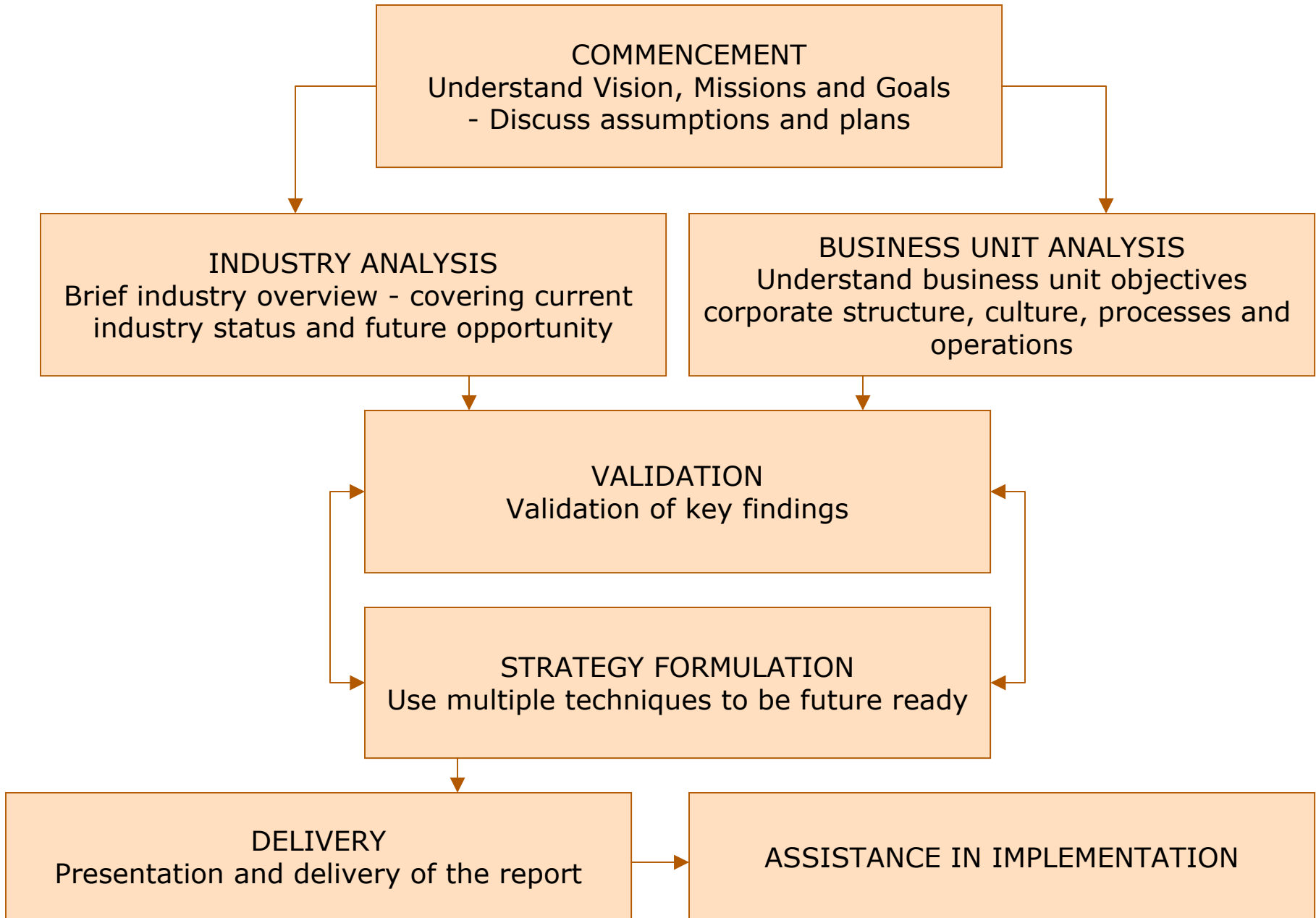
## Key Challenges In Mid-Market Consulting



# Our Methodology

“We help our clients to capitalize on market dynamics and changing business landscapes to build into a healthy entity ready to take on the future and unlock its market potential”





# Our Business

“Having worked extensively across verticals and added to our plethora of experience, we continue to approach every opportunity with a fresh outlook, innovation and creativity”



## Industry Verticals

Automobile & Auto component

Banking & Financial Services

Education

Food, Beverages, Agriculture, Organic Food & Horticulture

Government Institutions

Hospitality & Tourism

ITeS / BPO

Life sciences (Biotechnology, Health care, Pharma)

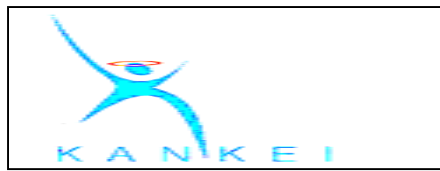
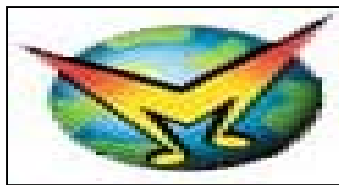
Media, Entertainment & Lifestyle

Non-Profit Organizations

Retailing

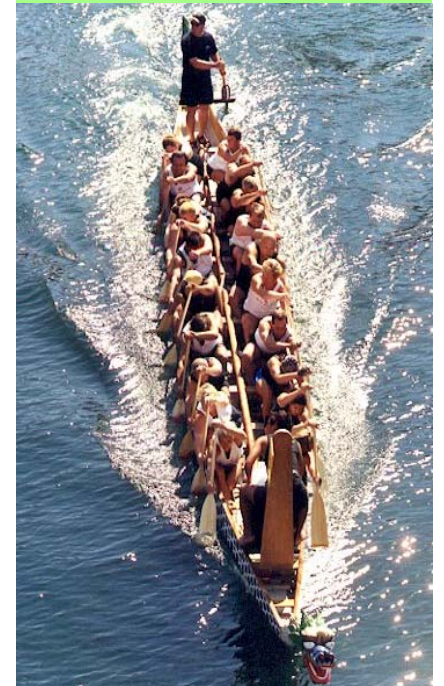


A few of the Clients handled.....



# Team D'ESSENCE

“We are led by high energy experienced professionals having operating expertise and deep domain knowledge across verticals. People at D'Essence are driven by accountability and performance”



## Profile of Chief Consultant Chandni Sahgal -Summary of Professional Experience



### **Professional Experience**

- Pritish Nandy Communications - CEO
- MTV - General Manager India and VP Southeast Asia
- Times of India, Times FM - Vice President
- Cyanamid India - Marketing
- Novartis (Ciba-Geigy) – Strategy, Sales & Logistics
- Eicher Motors Ltd. - Finance and Projects

### **Education and Training**

- BITS Pilani. MMS (Honours)
- Ciba-Geigy Japan-General Managers Training Kit
- University of Toronto, Canada Fisher Graduate Fellowship – International Business
- London School of Economics- Chevening Gurukul Scholarship in Leadership and Excellence

### **Memberships**

- Institute of Management Consultants of India (IMCI)
- The Indus Entrepreneurs (TIE)
- Indian Merchants Chamber (IMC)
- Executive Forum

## Team Profile

**Chandni Sahgal-Chief Consultant**  
(MMS Honours, BITS Pilani,  
University of Toronto, London School  
of Economics).

**Ashutosh Pujari – Project Associate** (B.E, MBA, MS applied Economics-Barcelona)

**Anuradha Vijayadharan – Project Associate** (Masters in Commerce University Of Mumbai).

**Bharat Vasandani – Project Associate** (B.E.-Biomedical, MBA-International Business, France)

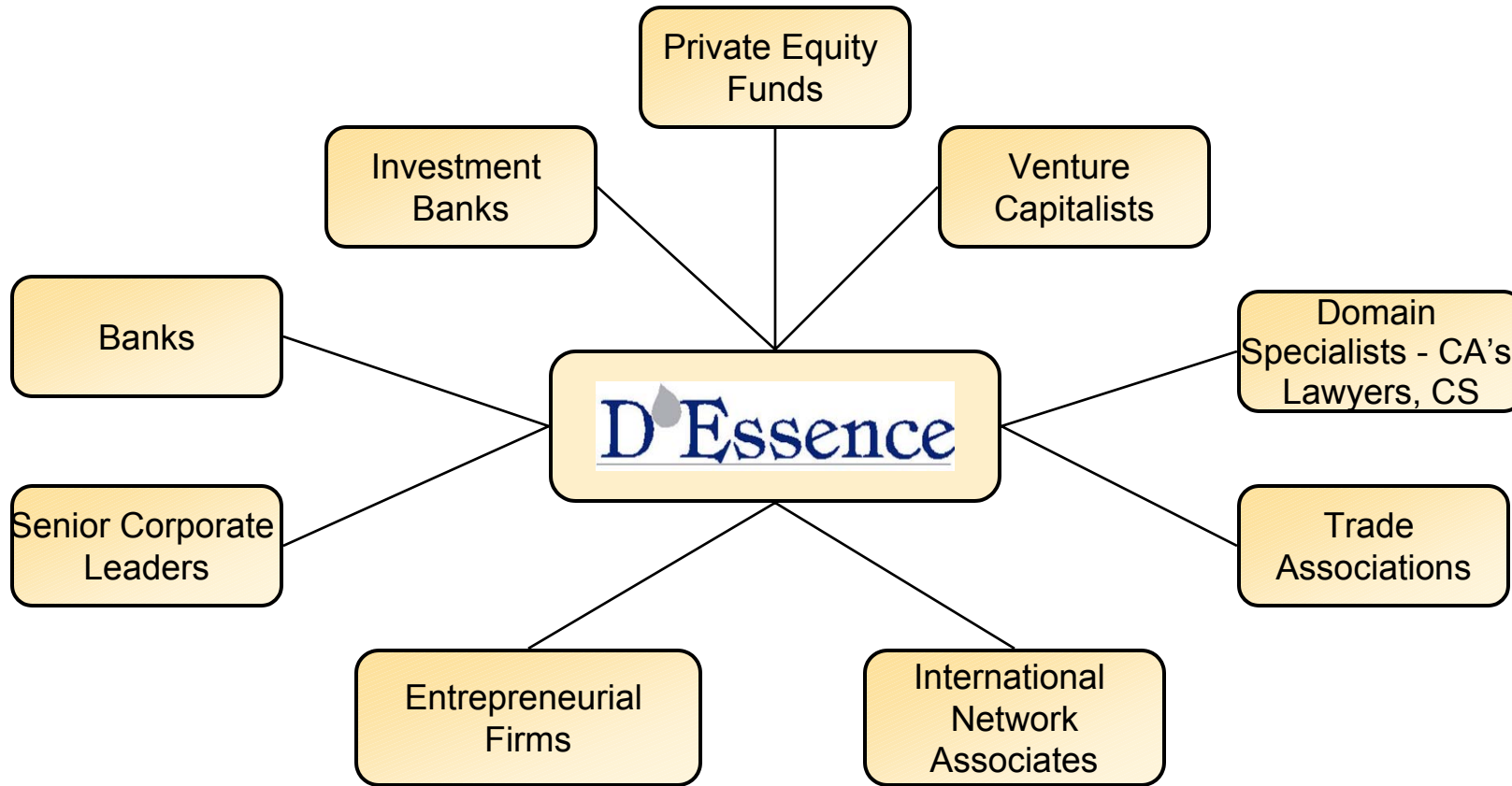
**Elsa Menezes–Associate** (Bachelor in Management Studies –University Of Mumbai) Pursuing Masters in Commerce

# Our relationships

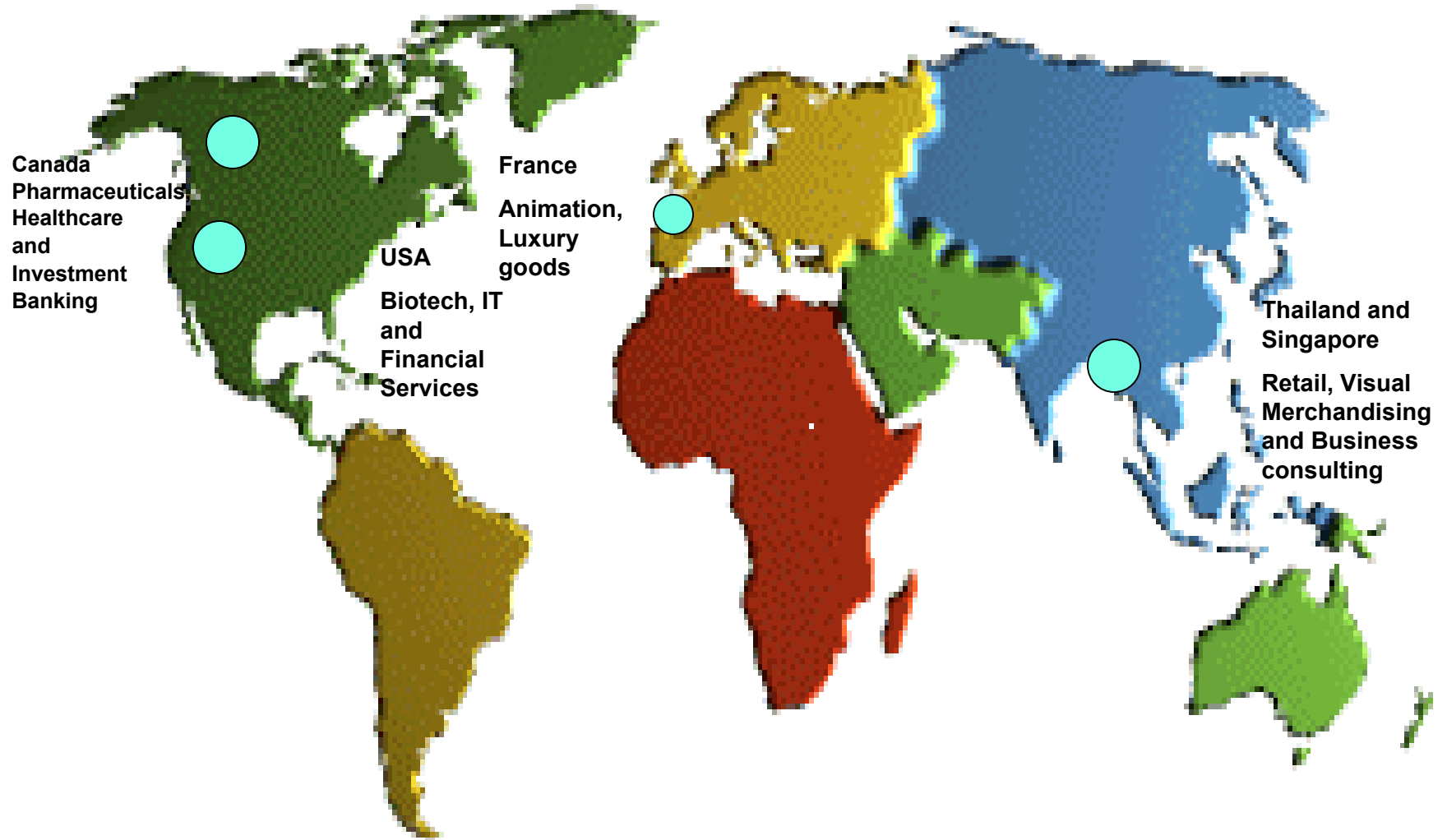
“Our strong network of relationships woven over years of associations enables us to provide you with best market access, and growth options. We work with reputed VC’s Private Equity Funds, Corporates and HNI’S”



## Our Relationships



## Our Associates Worldwide



D'Essence Consulting,  
New MHADA Complex, Bldg no.1 , Office no.2,  
Near PMGP Colony, Andheri East  
Mumbai 400093  
Fax- 28228142 / Tel-28347425  
[www.dessenceconsulting.com](http://www.dessenceconsulting.com)  
Email: [info@dessenceconsulting.com](mailto:info@dessenceconsulting.com)