

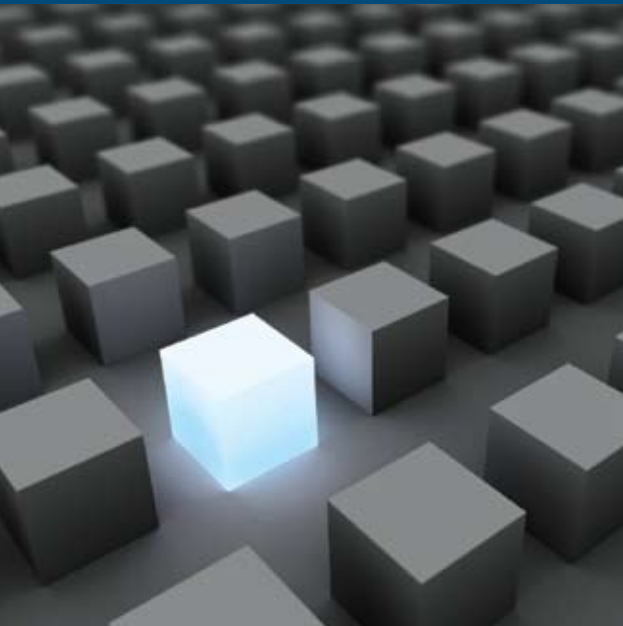
 

# t e c h n o p a k

Management Consultants

Education

A leading **Management Consulting** firm offering **strategic advice, start up assistance, performance enhancement impetus, consumer insights** and **capital advisory**, to leading Indian and **International companies**, operating in **Education, Healthcare, Food Processing, Retail, Consumer Products, Fashion (Textiles & Apparel), Hospitality & Leisure, Entertainment** and the **Real Estate** sectors



There are a few **minds**  
who are in the business  
of **unlocking value**

# A Leading Management Consulting Firm

Since our inception in 1992, as a Management Consulting firm across diverse industries, we have offered services to have far reaching impact on client businesses.

Founded on the principle of “concept to commissioning”, we are strategic advisors to our clients during the ideation phase, implementation guides through start-up and a trusted advisor overall. Over 70% of our projects come from repeat clients.

Our team currently comprises 250+ skilled professionals from leading International and Indian engineering and management institutes. Most of our consultants have hands-on industry experience in their fields of specialization and represent a wide variety of functional backgrounds. This enormous knowledge and talent pool enables Technopak to create special customized teams for each project depending upon the client requirements.

From offices in Gurgaon (National Capital Territory of Delhi), Thane (Mumbai) and Bangalore, we consult with clients across the world. In 2009, we worked with 95 Clients across 160 projects, in 10 countries besides India, across 3 continents.

With a team of established domain experts at work, Technopak builds and enhances business capabilities for leading Indian and international companies by offering end-to-end solutions that are unique due to our rich experience, strong industry relationships and a global footprint.

Any product you **wear, eat, or carry** has the touch of a **Technopak** consultant



There are some  
who know the **future**  
even before it has **arrived**

# Industries We Serve

**Technopak's services are focused in the following industries and sectors :**

- Education
- Healthcare
- Food & Agriculture
- Retail
- Consumer Products
- Fashion (Textile and Apparel)
- Hospitality & Leisure
- Entertainment
- Real Estate

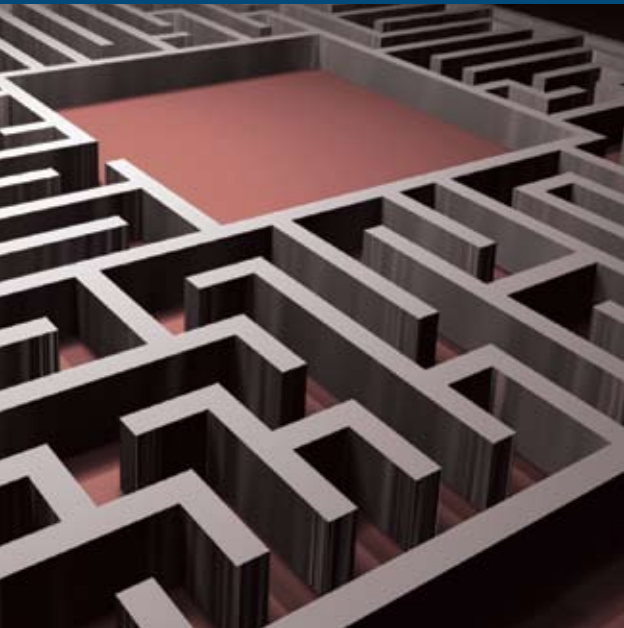


There are **some** who will **assist**  
you in **reaching** where you  
**aspire** to be

# Clients We Serve

**Technopak's Education services are focused on the following clients :**

- New Entrants
  - Real Estate Developers
  - Corporates
  - Entrepreneurs
- Universities
- Specialty Colleges for Higher Education  
(MBA, Architecture, Law, Design, Medicine, Nursery, Dentistry)
- Primary Education (K-12) & Play Schools
- Vocational Training (IT, Retail, Logistics, Construction, Insurance, Health & Wellness, Tourism, Hospitality, Grooming, Fitness etc.)
- Indian Development Bodies
- International Development Bodies
- Teacher Training
- Private Equity Funds and Venture Capitalists



There are some  
who will **walk** with you  
from **start** to **finish**

# Services We Offer

**We provide the following assistance in the K-12, Higher Education, Vocational Education and Skill Development segments :**

## **Business Strategy**

- Corporate Strategy
- Organic Growth Strategy
- Growth through Partnerships and JVs
  
- New Opportunity and Market Assessment:
  - Assessing Market Size and Growth Rates
  - Demand Supply Gaps
  - Consumer Behavior and Trends
  - Competition Behavior
  - Regulatory Framework
  
- Defining the Business Model:
  - Business Positioning & SWOT Analysis
  - Target Customer Group
  - Courses to be Offered & the Content Delivery Method
  - Operating Model
  - Marketing Strategy
  - Partnership Possibilities
  
- Development of the Financial Plan:
  - Investments and Returns
  - Profitability Analysis
  - Validation of Revenues and Expenses
  - Modeling of the P/L, Cashflow Statements, Balance Sheet projections
  
- Teacher Training

## **Assistance with Tie-Ups & Partnerships**

- Identifying the Regulatory Framework applicable to different types of Partnerships
- Environment Scan & Partner Search
- Facilitating discussions with Potential Partners
- Assistance in signing of the Strategic MoU
- Placement of Investment Strategy to Private Equity Funds & Banks

## **Capital Advisory**

Supporting business strategy and execution, with comprehensive capital advisory

- M&A
- Due Diligence – Commercial & Financial
- Fund Raising
- Corporate Finance



There are some  
who know the **steps**  
needed to be taken in the **journey**

# Services We Offer - India Entry Strategy

## **Market Assessment**

Assistance in developing India specific value proposition based on consumer insights, competition mapping, local trade characteristics and clients objectives

- Market Potential in High Growth Segments
- Competitive Benchmarking
- Regulatory Environment
- Business Planning
- Marketing Strategy

## **Partnership Assistance**

Facilitating the tie-up with a suitable business partner, based on the fit with the business model

- Developing the Partnership Operating Model
- Identification of Potential Partners
- Negotiations and Finalization of the MoU
- Compliance with the Existing Regulatory Framework

## **Business Modeling**

Leveraging Market and Consumer Understanding to recommend a robust long term strategy

- Roll-Out Potential across Geographies
- Product Merchandising Strategy
- Pricing Architecture
- Financial Modeling
- Risk Assessment and Mitigation Strategy

## **Start-Up Assistance**

Applying Indian Market Understanding and Industry Expertise to help setting up of business

- Organization Design and Creation
- Sourcing
- Location Identification
- Project Management



Our job is to **check** the **result**  
of a **decision against**  
its **expectations**

# Services We Offer - In Alliance with Cushman & Wakefield

**With a strategic partnership between Cushman & Wakefield, world's leading real estate services provider, Technopak aims to provide a unified service platform of comprehensive, end-to-end services that forms a unique commitment towards knowledge, strategy, advice and execution**

## Land Acquisition

C&WI has experience in land acquisition for Education Institutions/ Commercial / Hotel / Residential/ Retail development / Industrial / Logistics via:

- Acquisition of Agricultural Land
- Land acquired through Government
- Land acquired through Individual landlords / Jointly held / Company held

## Institutional Site Planning

Assistance in developing specific value proposition based on consumer insights, competition mapping, local trade characteristics and clients objectives

- Site Selection
- Tenancy Planning
- Guidance on Statutory and Legal Compliance

## Start-up Assistance

Leveraging market understanding and industry expertise to help setting up of business

- Architectural Design Assistance
- Facilities Planning
- Leasing and Transaction Assistance
- Construction and Project Management
- Fit-Out Management

## Location Analysis

- Infrastructure Study (Transportation and Access to Roads, Airports and Rail)
- Fuel and Power Availability
- Land Cost
- Government Levies and Charges
- Central and State Government Subsidies and Benefits



There are a few **minds**  
who are in the business  
of **reading** the world's mind

# Thought Leadership



## Case for Setting Up Sector Skill Councils in India

In this report, Technopak has delved into the concept of Sector Skill Councils, and suggested a framework as one of the actionable solutions, towards bridging the demand -supply skill gap in India. As the name suggests, these councils address all human resources and skill issues relevant to that particular sector. The councils' primary function is to project sector specific skill shortage and address other key issues affecting manpower requirements, by finding solutions in a collective, collaborative and sustainable manner.



## India Education & Career Handbook

Published in 2007, The India Education and Career Handbook is a resource meant for students, parents and educationists in understanding emerging trends in various exciting careers in India. These careers are largely in 15 industries which we believe will lead the economy. The report provides an in-depth analysis of the dominant industries in India and how they will evolve by the year 2020.



## India Healthcare Trends 2008

This report delves into current health care behavior and practices in an urban Indian household and tracks the business model of health care providers, their outlook on future practices and how they are gearing up to faced the challenges posed by the organized health care sector. It also provides inputs on identification of opportunities in healthcare infrastructure. It will serve as a market and investment guide for healthcare providers.



## India Shopping Trends

This report brings a deep understanding of the competitive dynamics of the industry and challenges for the industry at global and domestic level. It provides a clear vision of how changes in the business environment are re-shaping industries and markets throughout the world and suggests directions that are needed to succeed in today's changing scenario.



## India Shopping Trends: Consumer Durables and Information Technology

This study was conducted across 5,000+ shoppers and 1,600+ shoppers dealing in Consumer Durables and IT Products. This report attempts to understand consumer behavior that determines trends in CDIT shopping. It details the retail environment in India, zooming in on shopping habits for specific CD and IT related products.



## India Leisure & Entertainment Trends

This is an extensive primary research study conducted using quantitative and qualitative methodologies across a cross section of 5,500+ consumers aged 15-55 years from Sec A, B and C households in 16 cities to represent all urban towns with a population of 500,000+

This is supplemented with expert interviews with service providers in the Leisure & Entertainment industry and secondary research, including data from Technopak's body of knowledge on the subject.



There are some **bonds**  
that are founded  
on mutual **respect**

# Our leadership team



## **Arvind Singhal**

Chairman  
arvind.singhal@technopak.com

Arvind founded Technopak in 1992 and has led the company to be the thought leader in our sectors. He has an MBA from University of California, Los Angeles, USA along with Bachelor of Engineering



## **Rohit Bhatiani**

Principal Consultant  
rohit.bhatiani@technopak.com

Rohit has over 7 years experience in strategy and operations consulting, with domain expertise in retail, consumer products, fashion and working with developmental bodies. He has an PGDM from NITIE



## **Raghav Gupta**

President  
raghav.gupta@technopak.com

Raghav heads the consulting division of Technopak. Raghav has 11 years of experience, primarily in consulting in India, Asia, Europe, North America and Africa. He has an MBA from INSEAD, France



## **Luv Jasuja**

Principal Consultant  
luv.jasuja@technopak.com

Luv has 8 years of experience in Merchandising, Purchasing, consulting & Business Development across India & the UAE. He has an MBA from HEC School of Management, France



## **Purnendu Kumar**

Associate Vice President  
purnendu.kumar@technopak.com

Purnendu specializes in retail strategies across products and formats. With over 11 years work experience, Purnendu has worked on retail strategy, Indian market entry and retail activation works across sectors. He has an MBA from IIM, Ahmedabad



## **Pragma Singh**

Senior Consultant  
pragma.singh@technopak.com

Pragma has 5 years of experience in Strategy Consulting & Market Research in India, Middle East & Singapore. She has worked on several business strategy, education and real estate consulting projects. She has an MBA from IIM, Ahmedabad



## **Avinash Mayekar**

Associate Vice President  
avinash.mayekar@technopak.com

Avinash is heading Mumbai office for Engineering group. He has 9 years of consulting experience and has completed more than 40 Textile assignments. He has done his Textile Technology Engineering (LTM) from VJTI, Mumbai



There are some **partnerships**  
that are formed  
to create a global **impact**

# Representative Client List

## India

Abhishek Industries  
Adani Exports  
Adidas  
Aditya Birla Retail  
Aircel  
Alok Industries Ltd.  
Ambattur Clothing Ltd  
APEDA  
Apollo Group  
Apparel Exports Promotion Council  
Arvind  
Asian Paints  
Bacardi  
Bajaj Auto Ltd  
Ballarpur Industries  
Barista  
Bharti Airtel  
Bombay Dyeing  
Britannia Industries  
BUPA Piramal's Healthcare  
Café Coffee Day  
Carpet Export Promotion Council  
Century Textile  
Chrys Capital  
CITI Venture Capital  
Coca Cola  
Collage Estate Pvt Limited  
Confederation of Indian Industries (CII)  
Dabur  
DCM Sriram Group  
Department of Post, India  
Dicitex Décor  
DLF Limited  
Dr. Morepen  
E.I Dupont  
East India Hotels  
Essar Group  
Fashion Design Council  
FICCI, New Delhi  
Four Seasons Hotel  
GE Healthcare  
Ginni Filaments  
Glaxo Smithkline  
GMR Ltd

Godrej Group  
Golkadas Exports  
Government of Andhra Pradesh  
Grasim Industries Limited  
Guardian Lifecare  
H&M  
HCL  
Heritage Foods  
Himatsingka Seide  
Hindustan Sanitaryware  
Honeywell Corporation  
ICICI Properties  
ICICI Ventures  
ICRIER  
IKEA  
Indian Cotton Mills  
Ispat Industries  
Corporation  
Indian Oil Corporation  
ITC Limited  
Johnson & Johnson  
JP Morgan  
JTC Limited  
Lakshmi Mills  
Larsen & Toubro  
Levi Strauss  
Lifestyle – Landmark  
LNJ Bhiwara Group  
Lupin  
Madura Garments  
Mafatlal Industries  
Mahindra and Mahindra  
Marico  
Ministry of Food Processing Industry  
Ministry of Textiles  
Mother Dairy  
Nerolac  
Nestle  
Nilgiri's  
Nokia  
Parryware  
Panacea Biotech  
Patanjali Ayurved Ltd  
Pearl Global Limited

PepsiCo  
Philips  
Piramal Holdings  
Prateek Apparels  
Proctor & Gamble  
Quest Diagnostics  
Ranbaxi  
Raptakos  
Raymond Apparel Limited  
Reliance Industries (Textile Div.)  
Raymonds Ltd  
Reliance Industries Ltd  
Sequoia Capital  
Shahi Export  
S Kumars Nationwide Ltd  
Shopper's Stop  
TCNS Clothing  
Texport Garments  
Texport Syndicate  
TEXPROCIL  
The Blackstone Group  
TI Cycles  
Timex  
Tishman Speyer  
Titan  
Trent  
Triburg  
Trinethra  
UB Group  
Unilever India  
United Colours of Benetton  
Usha International  
Vardhman Group  
Videocon  
Vishal Retail  
Vivek Limited  
Wadhwan Foods  
Walt Disney  
Welspun Group  
Wills Lifestyle  
Wipro Consumer Care  
W L Ross  
YKK



Solid **foundations**  
lead to  
successful **organizations**

# Representative Client List

## International

Ajit Khimji Group, Oman  
Al-Ghanim, Dubai  
Alliance Boots, UK  
Al Razzi, Kuwait  
Argos, UK  
Atraco, USA  
BGMEA, Bangladesh  
Board of Investment, Sri Lanka  
Caleffi, Italy  
Celio, France  
Chaity Group  
Clarks Shoes, UK  
CLSA, Hong Kong  
Cotton Council International, USA  
Crystal Group, Hong Kong  
EPZDA, Mauritius  
Escada, Germany  
Esprit, Germany  
Esquel, Hon Kong  
Fernwood Health Club, Australia  
Giorgio Armani, Italy

Gloria Jeans, Australia  
Groupe Carrefoure, France  
Hemas Group, Sri Lanka  
Hirdaramani, Sri Lanka  
Hospital Corporation of America, USA  
HMV, UK  
Intercontinental Group of Department Stores,  
Switzerland  
Lanka Equities, Sri Lanka  
MAS Holdings, Sri Lanka  
Oak Investments, USA  
John Keels, Sri Lanka  
Jumbo Group, Dubai  
Lagadere, France  
Landmark, Dubai  
Lenovo, Dubai  
Marks & Spencer, UK  
Microsoft, USA  
Mothercare, UK  
Okaidi, France  
Pacific Jeans, Bangladesh

Pinar, Turkey  
Sabanci Holdings, Turkey  
SEDF, Bangladesh  
SF Denim, Bangladesh  
Shoprite, South Africa  
SKD Pacific, Hong Kong  
SLAEA, Sri Lanka  
Societe BIC, France  
Soktas Textil, Turkey  
Swedfund International, Sweden  
Tessitura Monti, Italy  
Tetra Pak, Sweden  
Thuasne France  
Transcom, Bangladesh  
UNDP, USA  
Visa International Singapore  
Vision Express, Netherland  
Warburg Pincus, Hong Kong  
Wal Mart, USA  
World Bank, USA  
Yum International, USA



There are few who **believe,**  
that **businesses** that are run  
**collaboratively** get **better results**

## Services we offer through our Group Companies

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### foleydesigns

Insights and innovation led product, packaging, space and strategic design, including design research, concepts, engineering and prototyping. A blend of unique, contemporary and relevant concepts and solutions. [www.foleydesigns.com](http://www.foleydesigns.com)

### MINDSCAPE

Holistic consumer understanding applied to offer implementable business solutions revolving around shopper insights, trend insights, design and innovation insights, marketing communication and measuring customer delight. [www.indiamindscape.com](http://www.indiamindscape.com)

### t e c h n o p a k Engineering

Planning, implementation and project management of plants, warehouses and entertainment centers with a focus on modernization, process improvement, technical valuation, power & water audit and environmental engineering. [www.technopak.com/engineering](http://www.technopak.com/engineering)

### Technopak Financial Advisory Services

Technopak Financial Advisory Services (TFAS) is the financial and transaction advisory services arm of Technopak . With its team of experienced transaction professionals located in India and across US and Europe; TFAS offers its clients a global transaction ability, deep understanding of its industries of focus, and an efficient negotiating platform for stakeholders.

### VERTEBRAND

Strategizing, planning and managing creation, development and growth of brands through a scientific, transparent and process-driven methodology. [www.vertebrand.com](http://www.vertebrand.com)

## Services we offer through our Strategic Partnerships

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World's largest privately held real estate services firm. We offer, through them, comprehensive retail real estate solutions to our clients. [www.cushwake.com](http://www.cushwake.com)



UK's leading design consultancy for developing brand environments. We offer, through them, design solution for retail environments. [www.dalziel-pow.co.uk](http://www.dalziel-pow.co.uk)



Global research and consulting firm specializing in the study of human behavior in retail, service, home, and on-line environments. We offer consumer and shopper insights. [www.envirosell.com](http://www.envirosell.com)



Partners with Technopak for delivering Projects in India. They are one of the top architectural practices in the UK with extensive experience in architectural and urban design projects in UK and internationally. The practice has major specialism's in Healthcare Architecture. [www.devereuxarchitects.com](http://www.devereuxarchitects.com)

**Raghav Gupta**  
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**Stuti Mody**  
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