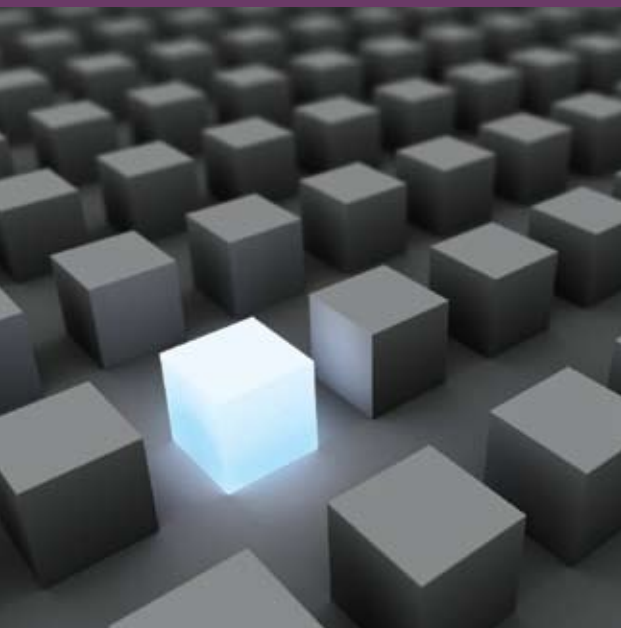


t e c h n o p a k

Management Consultants

Hospitality & Leisure Services Credentials

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 **Retail, Food and Agriculture, Consumer Products, Fashion (Textiles & Apparel), Healthcare, Hospitality, Education, Entertainment** and **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 1991, 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 300+ 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 2007, we worked with 90 Clients across 127 projects, in 20 countries besides India, across 5 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 few who **believe** that
business run collaboratively,
gets **better results**

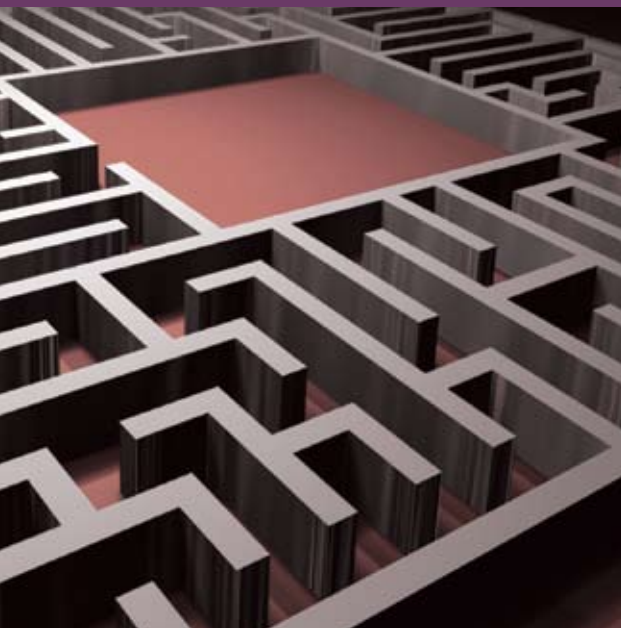
Hospitality Practice

Technopak's Hospitality & Leisure division offers strategic advice, start up assistance, performance enhancement impetus, consumer insights, capital advisory and turnkey solutions to organizations operating in, or wish to operate in the Hospitality & Leisure in and outside India.

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

SECTORS WE SERVE

- Hotels (Small/Medium/Large)
- Food & Beverage Concepts (In Hotels/Stand alone)
- Food Courts
- Travel Companies
- Government Agencies



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

Services We Offer

Business Strategy

A framework to inform and make value creating tradeoffs - facts, alternatives and Decisions

- Market demand Analysis and Entry Strategy, Partner Search, Turnaround Strategy
- Hotel Project Conceptualization
- Market Positioning
 - Brand and Communication Strategy
 - Market Modeling & Budgeting
- Financial Planning
- Organizational Design & Structure
- Manpower Planning
- Customer Relationship Management
- Revenue Management
 - Revenue Management Plan(Room Revenue Budgets, Pricing Structure, Inventory Strategy, Channel Management, Distribution and Internet Marketing Strategy)
 - Understanding of Available Reports (Hotelligence, Future Pace)
 - Third Party Contracting
- Assistance of setting up of international representation offices
- Organic growth strategy
- Sector specific industry study and analysis

Start-Up Assistance

Operations and industry expertise to deliver “turnkey” business incubation and create value for our clients

- Market feasibility study
- Detailed analysis of market/ industry
- Multiple options for possible entry of any firm into the hospitality industry
- Real Estate Search – Lease/ Buyout Business Start-up
- Financial Feasibility Studies
- Marketing and sales implementation
- Organization design and creation
- Destination Promotion, Feasibility and Assistance – Government Initiatives

Performance Enhancement

- Performance Review
 - Brand Audit
 - Human Resource Audit
 - Remuneration Assessment
 - Service Line Analysis
 - Diagnostic Review of existing Customer Relationship Management Strategies
- Balanced Scorecard

Operations Assistance

- Standard Operating Procedures (SOP)
- Operations
 - Organization wide and department specific performance setup and implementation.
 - Assistance in Procurement.
 - Service Line analysis and performance bench marking.
 - Optimization of facility maintenance.
 - Setting up of Loyalty programs.
 - Implementation of proposed strategies.

- Logistics
 - Vendor Management
 - Revenue cycle management and strategy formulation to increase net revenue
 - Supply Chain Management
- Retail Implementation Assistance
 - Support on Shopping Arcade facilities implementation.
- Food & Beverage
 - Conceptual and Design Implementation.
- Assistance in CRM Systems Implementation.
- Marketing & Branding.

Capital Advisory

Supporting business strategy and execution with comprehensive capital advisory in our industries of focus

- M&A
- Due Diligence – commercial & financial
- Fund Raising
- Corporate Finance

Consumer Insights

Holistic consumer understanding applied to offer implementable business solutions

- User Insights
- Trend Insights
- Design and Innovation Insights



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

Business Implementation Services

Architecture

Functional Planning

- Functional and Space Programming
- Concept Development

Architectural Design

- Concept Design
- Schematic Design and design development
- Hospitality Planning

Implementation Assistance

- Project Management
- Equipment Planning
- Construction & administration

Human Resource

Strategy

- Human Capital Strategy
- Mergers & Acquisitions talent integration assessment
- Hiring

Executive Search

- Senior and Middle Management hiring support
- Remuneration Package Development

Developing

- Define training methodologies and training curricula
- Define criteria for evaluation of outcome and e-learning based tools
- Formation of training cells and co-ordination of training activities.

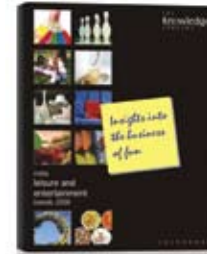
Performance Measurement Systems

- Check Attrition
- Reward Mechanisms



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

Thought Leadership



India Leisure & Entertainment Trends 2008 is an extensive primary research study conducted using quantitative and qualitative methodologies across a cross section of 5500+ 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 vast body of knowledge on the subject.



Food Habits of India '08-09 is a comprehensive handbook which helps the reader understand the dynamics in the kitchens of the average Indian household, cooking and eating habits, differences in in-home v/s out-of-home eating practices, choice processes and preferences.

With coverage of over 9,000 consumers across 16 states, this book will help understand the differences between the culinary habits and cuisines of the various regions of India, the drivers for consumption of various kinds of food and their attitudes to food, eating and eating out. These findings will also provide inputs to map the future evolution of the Indian consumer's palate and preferences.

An invaluable resource book for all companies in the food chain, the report is available for INR 120,000 (US \$2500).



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.



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.



Lokesh Kumar

Associate Vice President - Hospitality

lokesh.kumar@technopak.com

Lokesh has worked for leading hotel brands such as East India Hotels , Hilton Hotels & Unison Hotels for over 7 years in strategic capacities.



Tarandeep Singh

Principal Consultant

tarandeep.singh@technopak.com

Tarandeep has over 10 years of enriched work experience in areas of marketing, sales and revenue optimization with the leading players in tourism and hospitality industry. His last assignment was with The Taj Mahal Hotel.



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

Representative Client's List India

Adidas	Gokaldas Exports	PepsiCo
Aditya Birla Group	Grasim Industries	Philips
APEDA (Ministry of Commerce)	Guardian Lifecare	Piramal Group
Apollo Group	H&M	Platinum Guild
Apparel Export Promotion Council (AEPC)	Heritage Foods	Proctor & Gamble
Arvind Mills	Hewlett Packard	Raymond Limited
Asian Paints	Hindustan Unilever Limited	Reliance Industries
Ashima Group	Honeywell Corporation	Samsung
Avery Dennison	ICICI Bank	Sequoia Capital
Bacardi Martini	Indian Council of Research on International Economic Relations (ICRIER)	S Kumars Nationwide Limited
Bajaj Auto	Ikea	Shoppers Stop
Barista Coffee Company	Indian Cotton Mills Federation (ICMF)	Tetra Pak
Ballarpur Industries	Indian Oil Limited	Textile Export Promotion Council (TEXPROCIL)
Bharti Airtel	ITC Limited	The Blackstone Group
Bombay Dyeing	Ispat Industries	Timex
Britannia Industries	Johnson & Johnson	Titan Industries
BUPA Piramal's Healthcare	J P Morgan	Tishman Speyer
Century Textiles	Kansai Nerolac Paints	Triburg
ChrysCapital	Landmark Group	United Colors of Benetton
Coca Cola	Larsen & Toubro	UB Group
Confederation of Indian Industry (CII)	Levi Strauss	Visa International
Dabur	Madura Garments	Vishal Retail
DCM Shriram Consolidated	Mahindra & Mahindra Group	Videocon International
Dicitex Decor	Marico Industries	Viveks Limited
DLF Limited	Microsoft Corporation	WL Ross
Du Pont	Milliman	Walt Disney
East India Hotels	Ministry of Food Processing Industries	Wal Mart
Essar Group	Ministry of Textiles	Wadhwan Foods
GE Healthcare	Mother Dairy Foods	Warburg Pincus
Glaxo Smithline	Nestle	Welspun Group
GMR Limited	Nokia	Wipro Consumer Care & Lighting
Godrej Group	Panacea Biotech	Yum International
Gokaldas Images	Parryware Group	



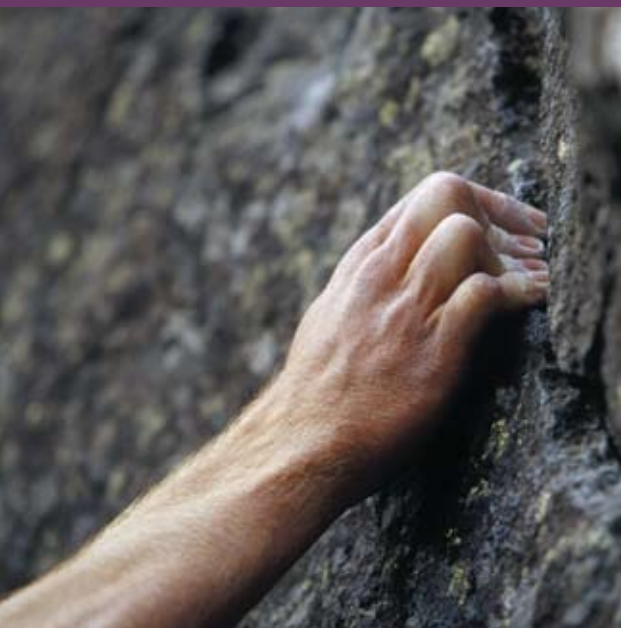
There are some **partnerships**
that are formed
to create a global **impact**

Representative Client's List International

Alliance Boots, United Kingdom
Al Razi Holding KSC, Kuwait
Ajit Khimji Group LLC, Oman
Apparel-Tech, China
Argos plc, United Kingdom
Asian Development Bank, Malaysia
Atraco, UAE
Board of Investment, Sri Lanka
Boyner Holding, Turkey
Caleffi SpA, Italy
Celio, France
Clarks Shoes, United Kingdom
CLSA, Hong kong
Cotton Council International, USA

Crystal Group, Hong Kong
Escada GmbH, Germany
Esprit GmbH, Germany
Esquel Group, Hong Kong
Fernwood Women's Health Clubs, Australia
GIC, Singapore
Giorgio Armani, Italy
Gloria Jeans Coffee, Australia
Groupe Carrefour, France
Hospital Corporation of America, United Kingdom
HMV Group, United Kingdom
John Keels Holdings, Sri Lanka
Jumbo Group, UAE
Lagadere Services, France
Mothercare plc, United Kingdom

Oak Investments, USA
Okaidi Group, France
Sabanci Group, Turkey
Shoprite, South Africa
Societe BIC, France
Soktas Tekstil, Turkey
SEDF, World Bank Group, Bangladesh
Thuasne Group, France
Transcom Group, Bangladesh
UNDP, Bangladesh
Vision Express, The Netherlands
Lenovo International, China
Marks & Spencer plc, United Kingdom
MAS Holdings, Sri Lanka



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

Services we offer through our Group Companies

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

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

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

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

Services we offer through our Strategic Partnerships



World's largest privately held real estate services firm. We offer, through them, comprehensive retail real estate solutions to our clients. www.cushwake.com

DALZIEL + POW

UK's leading design consultancy for developing brand environments. We offer, through them, design solution for retail environments. www.dalziel-pow.co.uk

ENVIROSELL

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

DEVEREUX ARCHITECTS

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

innovationsolutionsstrategydesign
consumerinsightsbrand
capitalsystemsprocessesperformance

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