

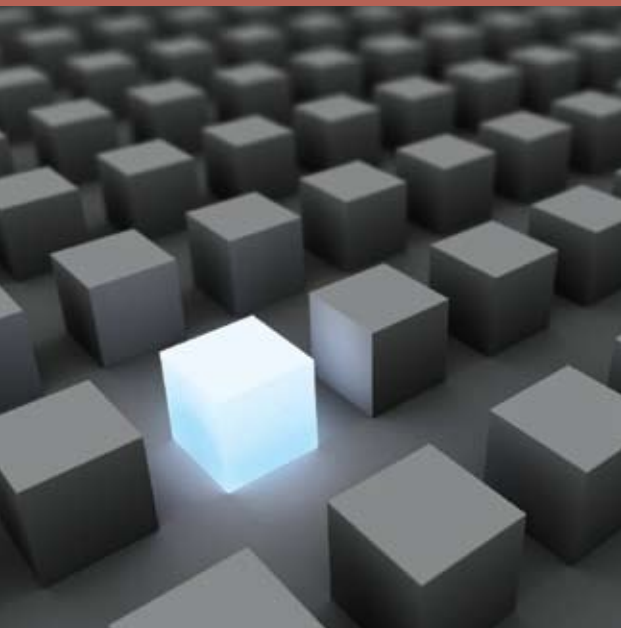


t e c h n o p a k

Management Consultants

Retail and Consumer Goods

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, Consumer Products, Fashion (Textiles & Apparel), Healthcare, Hospitality & Leisure, Food Processing, 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 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 2008, we worked with 130 Clients across 180 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 a few who **believe**
that **businesses** that are run
collaboratively get **better results**

Industry Segments We Serve

Indian and International Retailers

- Cash & Carry
- Department Stores
- Hypermarkets
- Non-Store
- Specialty Retail
- Supermarkets

Consumer Product Companies

- Food and Grocery
- FMCG
- Electronics, Durables, IT, Communications
- Apparel, Footwear and Accessories
- Furniture & Furnishings
- Health and Beauty
- QSRs and Fine-Dining Restaurants
- Others

Real Estate Companies

- Shopping Mall Developers
- SEZ Developers
- Mixed-Use Developers

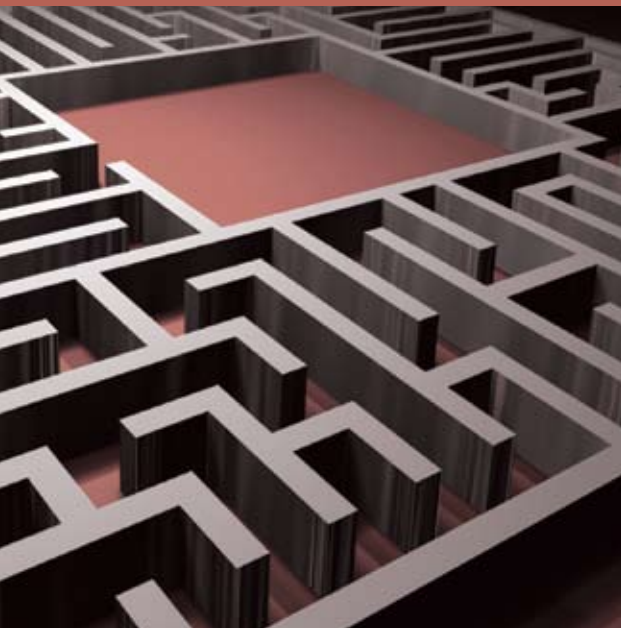
Retail Service Providers

- Information Technology
- Logistics Companies
- Products/ Services Suppliers
- Warehouse Companies

Government Organizations

Developmental Bodies and Public Sector Units

Financial Institutions/ Private Equity / Venture Capital Funds



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

Services We Offer - Retail

Business Strategy

Assistance in developing value creating strategies based on consumer insights, competition mapping, International benchmarking and clients capabilities

- Corporate Strategy
- Organic Retail Growth Strategy
- Growth through Partnerships, JVs and Acquisitions
- Real Estate Planning

Performance Enhancement

Operations, industry and MOC expertise to enhance the performance and value of client businesses

- Productivity Enhancement
- Merchandising and Category Management
- Sourcing and Supplier Management
- Pricing, Promotions and Range Architecture
- Private Label Programmes

Start-Up Assistance

Leveraging operations and industry expertise to 'commission' the 'concept' on a turnkey basis

- Project Management
- Sourcing and Buying Implementation
- Organization Design and Creation
- Supply Chain and Logistics
- Retail Operations Framework
- Post Implementation Assistance
- Franchisee Identification

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

- Shopper Insights
- Trend Insights
- Design and Innovation Insights
- Marketing Communication



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

Services We Offer - Consumer Products

Business Strategy

Assistance in developing value creating strategies based on consumer insights, competition mapping, International benchmarking and clients capabilities

- Corporate Strategy
- Managing Retail Customers
- Market Feasibility Study
- Brand Strategy and Portfolio Management
- Competitive Benchmarking and Strategy Development

Performance Enhancement

Operations, industry and MOC expertise to enhance the performance and value of client businesses

- Category Management
- Multi Channel Management
- Pricing, Promotions and Range Architecture
- Distribution Effectiveness

Start-Up Assistance

Leveraging operations and industry expertise to 'commission' the 'concept' on a turnkey basis

- Innovation and New Product development
- Organization Design and Creation
- Distribution Framework
- Marketing Strategy
- Supply Chain and Logistics

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

- Shopper Insights
- Trend Insights
- Advertising and Promotion Effectiveness
- Design and Innovation Insights



There are some
who know the **steps**
needs 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
- Competitive Benchmarking
- Regulatory Environment
- Business Planning
- Marketing Strategy

Partnership Assistance

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

- Development of Partnership Operating Model
- Identification of Suitable Partners
- Negotiations and Finalization of MOU

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



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

Services We Offer - In Alliance with Our Partners

Cushman & Wakefield,

World's leading retail real estate services provider

Shopping Mall Planning

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

- Market Feasibility and Site Selection
- Concept and Business Proposition
- Tenant and Trade Mix Planning
- Guidance on Statutory and Legal Compliance
- Business Planning and Valuation

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
- Retail Fit-Out Management
- Mall Management Services
- Capital Advisory Services

Dalziel + POW

World's leading Design Firm

Branding Services

- Brand identity
- Competitor and Consumer Analysis
- Brand Implementation and Guidelines
- Name Generation

Interior Design

- Branded Environments
- Concept Design and Development
- Design Detailing Project Management

Graphic Design

- POS and In-store Communications
- Signage, Wayfinding and Environmental
- Art Direction
- Packaging
- Website Design



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

Thought Leadership



Top Ten India Consumer Trends

Over the past few years, a number of exciting trends have been noted in India's consumption pattern. Even though many of them are niche, they have the necessary force to expand to more consumers in the future. Capturing the explosive power of these trends at the right time offers tremendous opportunities for growth for companies.



Top Trends in the Indian Retail Sector

Driven by strong fundamentals, the Indian retail sector is all set to narrate a very fascinating story in the next few years. With this Report, we have attempted to provide insight into trends and opportunities in the retail market.



Supply Chain Challenges in the Indian Retail Sector

Overview of the Indian supply chain sector and key developments in the sector, in light of the rapidly changing landscape of modern retail. This document brings out; through several facts, figures and past experiences; the issues being faced by Indian retailers in development of a solid back end and hence, important areas for them to focus on in the near future.



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 1991 and has led the company to be the thought leader in our sectors.



Baqar Naqvi

Associate Vice President
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Baqar heads a division of the Retail Practice. With over 10 years work experience, Baqar has worked on strategy, implementation and real estate for Retail and Fashion in India, Asia and Europe



Raghav Gupta

President
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Raghav heads the consulting division of Technopak. Raghav has 11 years of experience, primarily in consulting in India, Asia, Europe, North America and Africa



Purnendu Kumar

Associate Vice President
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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



Anil Rajpal

Vice President
anil.rajpal@technopak.com

Anil heads a division of the Retail practice. In his 12 years experience with the industry and consulting, Anil has worked on strategy, implementation and performance enhancement for retail and consumer products in India, Asia and Europe.



Zahir Abbas

Associate Director
zahir.abbas@technopak.com

Zahir has over 11 years of experience Strategy and Operations consulting, Project Management, Business Process Improvement, Risk and Internal Controls and Implementation Management with domain expertise in retail, consumer products, telecom, fashion, Multilateral Developmental Agencies, PSUs and Govt. Bodies and on-the-ground experience in Asia and Europe.



Saloni Nangia

Vice President
saloni.nangia@technopak.com

Saloni heads a division of the Retail Practice. With over 13 years work experience, Saloni has worked on strategy and implementation in Retail and Fashion with clients from India, Asia, Europe and North America.



Rohit Chadha

Associate Director
rohit.chadha@technopak.com

Rohit has about 13 years experience working in India and Middle East in the areas of Strategy formulation, Balanced Scorecard, Market Assessment, Entry Strategy, Private Equity, Due Diligence, Valuations, IT Strategy & Project Management. He also has Strategy formulation and Balanced Scorecard experience includes internal assessment, market assessment, Scorecard development, and strategy development.



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

Representative Clients List

Retail and Consumer Goods

Adidas
Aditya Birla Retail
Aircel
Apollo Group
Arvind Mills Limited
Asian Paints
Bacardi
Ballarpur Industries
Barista
Bharti Airtel
Bombay Dyeing
Britannia Industries
Café Coffee Day
Century Textile
Coca Cola
Collage Estate Pvt Limited
Dabur
DCM Sriram Consolidated
DLF Limited
E.I. Dupont
East India Hotels
Essar Group
Glaxo Smithline
GMR Ltd
Godrej Group
Guardian Lifecare
Heritage Foods
Hewlett Packard
Hindustan Sanitaryware
Honeywell Corporation
Indian Oil Corporation
ITC Limited
Johnson & Johnson
Larsen & Toubro

Lifestyle- Landmark
Madura Garments
Mahindra and Mahindra
Marico
Mother Dairy
Nerolac
Nestle
Nilgiri's
Parryware
PepsiCo
Philips
Proctor & Gamble
Raymonds Ltd.
Reliance Industries Ltd
S Kumas Nationwide Ltd
Samsung
Shopper's Stop
TI Cycles
Timex
Tishman Speyer
Titan
Trent
Trinethra
UB Group
Unilever India
United Colours of Benetton
Videocon
Vishal Retail
Vivek Limited
Wadhwan Foods
Walt Disney
Welspun Group
Wills Lifestyle
Wipro Consumer Care

Ajit Khimji Group, Oman
Al-Ghanim, Dubai
Alliance Boots, UK
Argos, UK
Caleffi, Italy
Celio, France
Clarks Shoes, UK
Escada, Germany
Esprit, Germany
Fernwood Health Club, Australia
Giorgio Armani, Italy
Gloria Jeans, Australia
Groupe Carrefour, France
HMV, UK
John Keels, Sri Lanka
Jumbo Group, Dubai
Lagadere, France
Landmark, Dubai
Lenovo, China
Marks & Spencer, UK
Microsoft, USA
Mothercare, UK
Okaidi, France
Pinar, Turkey
Shoprite, South Africa
Societe BIC, France
Tetra Pak, Sweden
Thuasne, France
Transcom, Bangladesh
VISA International, Singapore
Vision Express, Netherland
Wal Mart, USA
Yum International, USA



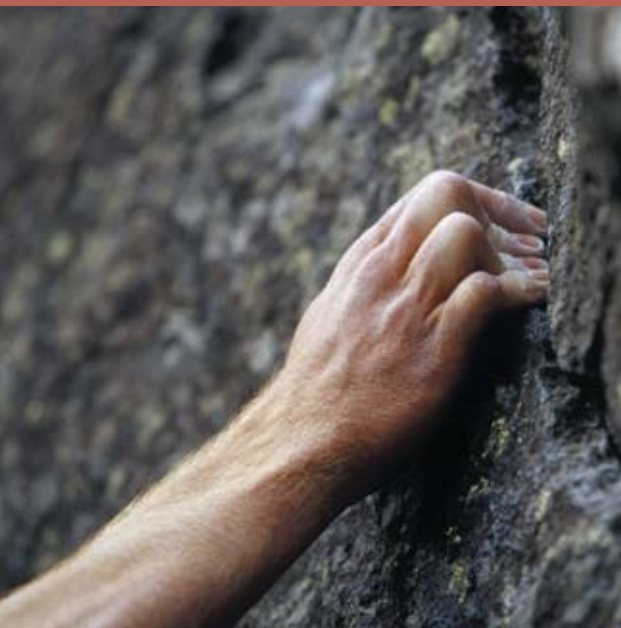
There are some **partnerships**
that are formed
to create a global **impact**

Representative Clients List Other Industries

Abhishek Industries
Adani Exports
Alok Industries Ltd
Ambattur Clothing Ltd
APEDA
Apparel Exports Promotion Council
Arvind
Bajaj Auto Ltd
BUPA Piramal's Healthcare
Carpet Export Promotion Council (CEPC)
Chrys Capital
CITI Venture Capital
Confederation of Indian Industries (CII)
DCM Shriram Group
Department of Post, India
Dicitex Décor
Dr. Morepen
Fashion Design Council
FICCI, New Delhi
Four Seasons Hotel
GE Healthcare
Ginni Filaments
Gokaldas Exports
Government of Andhra Pradesh
Grasim Industries Limited
H&M
HCL
Himatsingka Seide
ICICI Properties
ICICI Ventures
ICRIER
IKEA
Indian Cotton Mills Federation

Ispat Industries
J P Morgan
JCT Limited
Lakshmi Mills
Levi Strauss
LNJ Bhilwara Group
Lupin
Mafatlal Industries
Ministry of Food Processing Industry
Ministry of Textiles
Nokia
Panacea Biotech
Patanjali Ayurved Ltd
Pearl Global Limited
Piramal Holdings
Prateek Apparels
Quest Diagnostics
Ranbaxy
Raptakos
Raymond Apparel Limited
Reliance Industries (Textile Div.)
Sequoia Capital
Shahi Export
TCNS Clothing
Texport Garments
Texport Syndicate
TEXPROCIL
The Blackstone Group
Triburg
Usha International
Vardhman Group
W L Ross
YKK

Al Razzi, Kuwait
Asian Development Bank, Philippines
Atraco, UAE
BGMEA, Bangladesh
Board of Investment, Sri Lanka
Board of Investment, Sri Lanka
Chaity Group, Bangladesh
CLSA, Hong Kong
Cotton Council International, USA
Crystal Group, Hong Kong
EPZDA, Mauritius
Esquel, Hong Kong
Hemas Group, Sri Lanka
Hirdaramani, Sri Lanka
Hospital Corporation of America, USA
Intercontinental Group of Department
Stores, Switzerland
Lanka Equities, Sri Lanka
MAS Holdings, Sri Lanka
Oak Investments, USA
Pacific Jeans, Bangladesh
Pritchitts, Ireland
Reaz Garments, Bangladesh
Sabanci Holdings, Turkey
SEDF, Bangladesh
SF Denim, Bangladesh
SKD Pacific, Hong Kong
SLAEA, Sri Lanka
Soktas Textil, Turkey
Tessitura Monti, Italy
UNDP, USA
Warburg Pincus, Hong Kong
World Bank, USA



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



UK's leading design consultancy for developing brand environments. We offer, through them, design solution for retail environments. 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



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

innovationsolutionstrategydesign
consumerinsightsbrand
capitalsystemsprocessesperformance

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