



t e c h n o p a k

Management Consultants

Food and Agriculture

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 **reading** the world's mind

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

Food and Agriculture Division

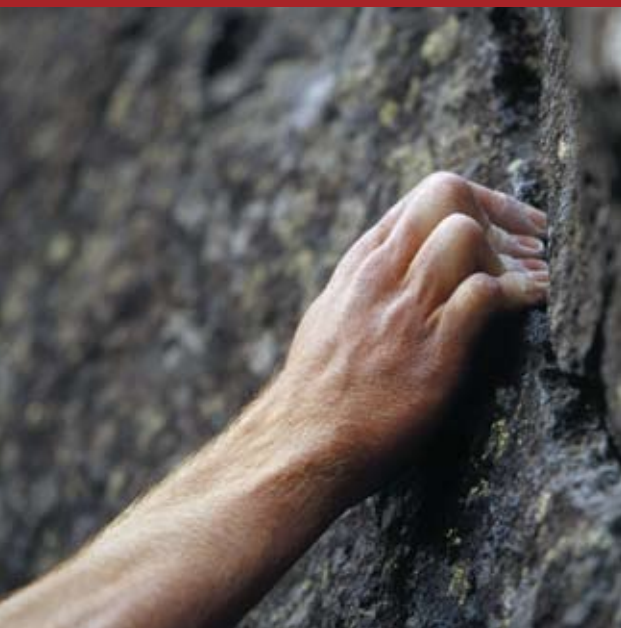
Technopak's Food & Agriculture Division offers strategic advice, start up assistance, performance enhancement impetus, consumer insights, capital advisory and turnkey solutions to organizations operating in, or wish to operate in the Food & Agricultural sector – in and outside India.

With a team of established domain experts at work, Technopak's Food and Agriculture 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

- Bakery and Confectionary
- Beverages (Alcoholic and Non- Alcoholic)
- Fish and Marine Foods
- Food Grocery and Staples
- Fruits and Vegetables
- Meat and Poultry Products
- Milk and Dairy Products
- Packaged and Convenience Foods

Your **partner** in revolutionizing **Food and Agricultural** Business



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.

- Corporate strategy
- Organic growth strategy
- Growth through partnerships and jvs
- Value based management
- Sector specific industry study and analysis
- Projections and trend 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 the market / industry
- Multiple options for possible entry of any firm into the food processing industry
- Business start-up
- Deployment of integrated information system
- Marketing and sales implementation
- Operations, IT and supply chain implementation
- Organization design and creation

Performance Enhancement

Operations, industry & maintenance of certification expertise to enhance the performance and value of client businesses.

- Operations strategy
- Productivity enhancement
- Supply chain management
- Cost and capital management

Product selection & development

- Product trend spotting & client need
- New product development

Sales strategy

- Network planning
- Retail market evaluation

Marketing strategy

- Definition of marketing plan
- Market size & spectrum
- Growth strategy
- Selection of ad agency
- Supervision of output

Sourcing & buying

- Defining policies & procedures
- Vendor evaluation framework
- Defining buying strategy framework

Key partnerships

- Defining partnership requirements
- Developing partnership framework
- Facilitating tie-ups with key partners

Business process re-engineering

- Modernization studies
 - Address opportunities for improvement
 - Look at process and set up change
 - Deployment of integrated information system
- Processes improvement
 - Reducing lead time
 - Improving the planning processes
 - Improving order fulfillment efficiencies
 - Trouble shoot and support
- Benchmarking
 - Establishing business targets
 - Establish performance monitoring tools
- Quality management & certifications
 - Audit implemented systems
 - Quality certifications

Capital Advisory

Supporting business strategy and execution with comprehensive capital advisory in Food Industry

- Merger and acquisitions
- Due diligence – commercial & financial
- Fund raising
- Corporate finance



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

Business Implementation Services

Architecture

Functional planning

- Functional and space programming
- Concept development

Architectural design

- Concept design
- Schematic design and design development

Implementation assistance

- Project management
- Equipment planning
- Construction & administration

Human Resource

Strategy

- Human capital strategy
- M&A talent integration assessment

Hiring

- Selection assessment

Developing

- Executive coaching
- Master trainers' training

Supply Chain Solutions

- Supply chain strategy
- Inventory and warehousing
- Transportation
- Development of supply chain solutions on BOT basis

Integrated Cold Chain Solutions

- Strategizing concept to commissioning optimum cold chain solution
- Technology selection
- Cold store design & construction
- Reefer vans design & acquisition
- Integrating cold chain systems with suppliers & customers
- Energy efficient & green cold store

Turnkey Solutions for Food Processing

Feasibility studies

- Techno-economic feasibility report
- Projections on profitability of the unit along with financial ratios

Technology /machinery selection

- As per the latest available technology
- Evaluate the client requirement

Product selection & development

- Product trend spotting & client need
- New product development

Pre-design activities

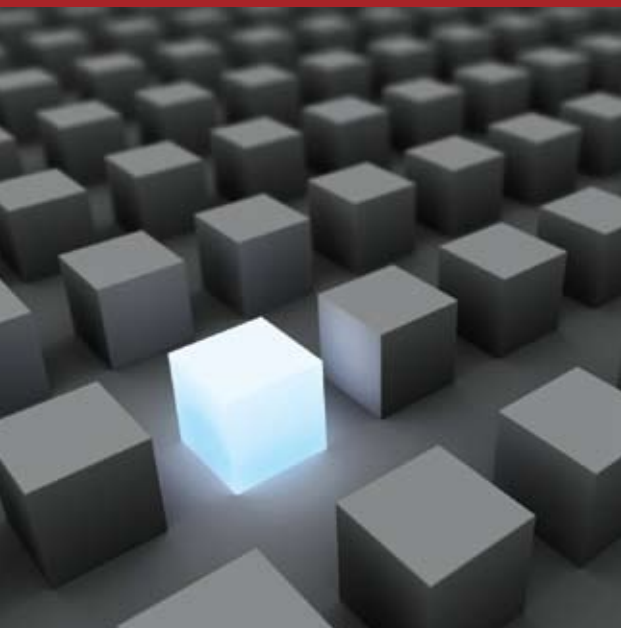
- For the most efficient layout
- For best operational efficiency

Project management consultancy

- Overall management of the project
- For timely execution of project

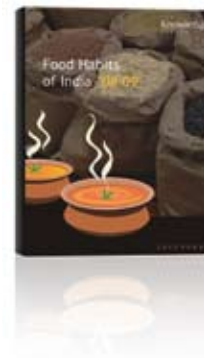
Construction management

- Construction design
- To chose best contractors to ensure quality and scientific construction



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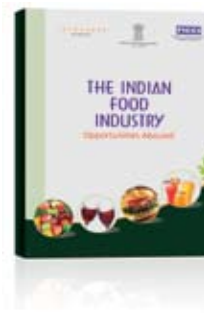
Thought Leadership



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).



Technopak's Food and Agriculture Division has published a report titled "The Indian Food Industry: Opportunities Abound" as a Knowledge Partner of FICCI's event – Flavors of Incredible India – for the SIAL Food Show, Paris in October, 2008.

This report presents the potential, dynamics, market size and the opportunities of the Indian Food Industry. It has analyzed the growing segments like fruits and vegetables, dairy, marine products, meat and poultry, beer & wine and packaged foods. The report has projected that the Indian Food Industry will cross US\$ 300 billion size by 2014-2015.



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

Representative Clients List India

Aditya Birla Group
APEDA (Ministry of Commerce)
Arvind Mills
Bacardi Martini
Barista Coffee Company
Ballarpur Industries
Britannia Industries
Coca-Cola
Confederation of Indian Industry (CII)
Dabur
DCM Shriram Consolidated Ltd.
Du Pont
Glaxo Smithkline
GMR Limited
Godrej Group
Heritage Foods
Hindustan Unilever Limited
Indian Council of Research on International
Economic Relations (ICRIER)
Indian Cotton Mills Federation (ICMF)
ITC Limited
Mahindra & Mahindra Group
Marico Industries
Ministry of Food Processing Industries
Mother Dairy Foods
Nestle
Panacea Biotech
PepsiCo
Reliance
Tetra Pak
UB Group
Vishal Retail
Wal Mart
Wadhwan Foods

Adidas
Apollo Group
Apparel Export Promotion Council (AEPC)
Asian Paints
Ashima Group
Avery Dennison
Bajaj Auto
Bharti Airtel
Bombay Dyeing
BUPA Piramal's Healthcare
ChrysCapital
Dicitex Decor
DLF Limited
East India Hotels
Essar Group
GE Healthcare
Gokaldas Images
Gokaldas Exports
Grasim Industries
GTN Group
Guardian Lifecare
H&M
Hewlett Packard
Honeywell Corporation
ICICI Bank
Ikea
Indian Oil Limited
Ispat Industries
Johnson & Johnson
J P Morgan
Larsen & Toubro
Kansai Nerolac Paints
Landmark Group
Levi Strauss
Madura Garments

Microsoft Corporation
Milliman
Ministry of Textiles, Government of India
Nokia
Parryware Group
Philips
Piramal Group
Platinum Guild
Proctor & Gamble
Raymond Limited
Samsung
Sequoia Capital
S. Kumar's Nationwide Limited
Shoppers Stop
Textile Export Promotion Council
The Blackstone Group
Timex
Titan Industries
Tishman Speyer
Triburg Group
United Colors of Benetton
Visa International
Videocon International
Viveks Limited
WL Ross
Walt Disney
Warburg Pincus
Welspun Group
Wipro Consumer Care & Lighting



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Representative Clients 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



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to create a global **impact**

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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