

Autumn Leaf Consulting

Company Overview

AUTUMN LEAF



Autumn Leaf offers strategic business and financial advise, performance enhancement impetus and industry insights (consumer & market) to leading Indian and International companies and those that are in the start-up phase, operating in diverse sectors.

"As strategists, core of our work is always the same:
Discover the crucial factors in a
situation and creatively design a way to coordinate and focus
actions to deal with them to
Unlock Success."

Client speak

"Autumn Leaf is providing strategic assistance to many mid-size companies for their processes and for their business development and strategic growth. We are using them on many of our assignments and found their speed and diligence very compelling. They will be of immense help to mid-size companies in locating opportunities."

Mr. R.N. Agarwal
Managing Director - WeP Peripherals Limited

"Autumn Leaf has been a trusted advisor to us. Their financial and commercial capabilities, strong networking, personalised attention and focused approach are highly recommended for raising capital for growth and expansion. They are very sensitive to the requirement of different stakeholders. With their hands-on philosophy and sincere dedication to deliver success, Autumn Leaf is doing all the right things to help mid-size companies in their fund raising and other growth related efforts."

Mr. Sanjeev Gupta
Chairman and Managing Director - Color Copi Limited





Our focus on a company's current business maturity is key. From concept to commissioning, we offer an integrated suite of cross-linked advisory services spanning all phases of a company's lifecycle and across the complete business cycle – strategy to delivery.

Our team of experienced professionals with strong industry relationships, deep sector knowledge, hands-on experience in their fields of specialization and representing a wide variety of functional backgrounds are extremely passionate about taking our clients' business to the next level.

We live by our promise to deliver results. Many of our projects come from repeat clients because of the far reaching impact we have had on our client's businesses.

From offices in Bangalore and Mumbai (and a new one opening shortly in the Delhi/NCR region), we consult with clients across India and the Asia-Pacific region.

Sectors

Comprehending the needs of a fast changing business environment, we have successfully assisted leading Indian and International companies, brands and new ventures in the areas of business **environment & ecosystem** providing critical industry insights across consumers and markets, **strategy & planning**, **finance & capital** and **performance & process enhancement**.

- Healthcare
- FMCG & Consumer Products
- Organised Retail & Distribution
- Manufacturing & Supply Chain
- IT & IT Enabled Services
- Gems & Jewellery
- Electronics & IT Hardware
- Transportation & Logistics
- Building, Construction, Real Estate
- Financial Services
- Education
- Travel, Tourism & Hospitality
- Media & Entertainment
- Infrastructure & Outsourcing
- Chemical & Pharmaceutical
- Food Processing & Agriculture
- Textiles & Clothing (Apparel)



Advisory Services Portfolio

ENVIRONMENT & ECOSYSTEM

- Feasibility Studies
- Consumer Insights
- Market Insights
- Industry & Sector Trends
- Industry Benchmarking

STRATEGY & PLANNING

- Strategic Planning
- Growth Strategy
- Business-Unit Strategy
- Marketing & Sales
- Business Technology

PERFORMANCE & PROCESS

- Systems & Processes design
- Service Operations
- Productivity / Efficiency
- Balanced Scorecards & KRA / KPI
- Quality (Six Sigma, Lean etc.)

FINANCE & CAPITAL

- Raising Growth Capital
- Mergers & Acquisitions
- Sale & Divestiture
- Project Financing & Debt
- Strategic Communication

Environment & Ecosystem

We help our clients with critical industry insights across consumers and markets - typical studies cover elements such as target market identification and understanding of the total addressable market (TAM) for specific products or services, industry and market trends, competition, cost and revenue projections, risks and returns, legal and regulatory environment, resource cost trends and benchmarking, consumer buying behaviour and retail trends, brand loyalty etc.

Such studies have helped our clients determine the feasibility of their business ideas; test the viability of their business plan elements across products, pricing, distribution, communication and promotion and make the required amendments as well as the critical go vs. no-go investment decisions.

Case Studies

- Consumer and trade trends, market structure, private labeling and branding inputs for a chain of lifestyle stores.
- In-store brand promoter assessment for a large personal care brand involving consumer shopping behaviour analysis and competitive assessment of brands.
- Consumption and consumer trends, competitive profiles, trade and influencer dynamics, regulatory environment etc. for an agri-business company.
- Target market identification, consumer requirements (concept, theme and pricing), demand, revenue and cost estimation for a tourism major.



Strategy & Planning

We help our clients plan and think through the direction of their company's future course, typically over a 3 to 5 year period. We help to determine their current situation, envision a desired end state with defined goals / objectives and plan routes to achieving them.

Many clients come to us with their growth goals – we assist in drawing up a formal plan for reaching such goals. Typically, these include all elements such as markets and entry strategies including partnerships and channels; product and service elements w.r.t. customer relevance, fitment to company strategy, cost structure, profitability and future prospects; competition; communications; finances and human capital requirements.

Case Studies

- Strategic planning to double sales of a software solution for one of the largest global IT companies.
- Market entry and GTM planning for 3X India growth for a NASDAQ listed company.
- Business & financial plan to maximize future value for a preventive & diagnostic healthcare service provider.
- Business Growth and Activation for one of the largest Ayurveda companies in India.
- Opportunity assessment & market entry strategy across the portfolio for a global food brand.
- Domestic & Export strategy and operating model for a large JV in the agri business.

Performance & Process

Clients rely on us to improve their operating and financial performance through the design of superior systems and processes, and other systemic changes to improve service operations and enhance efficiencies.

We deploy a hands-on approach of measuring the current level of performance across the complete value chain (product / solution / service design to manufacturing and operations to sales and marketing to service delivery and other functions), identifying improvement areas and generating ideas to achieve a better level of performance. We then shift the focus from the improvement of only individual processes towards the achievement of new levels of sustainable competitive advantages by stitching together the entire organization into a system of integrated, interacting and mutually supportive processes - thereby aligning the organisation to the corporate strategy.

Case Studies

- Organisational alignment and performance enhancement for India's largest language services provider.
- Process optimisation to prevent 'Inpatient department' losses for a 400 bed hospital.
- Operations strategy from supply-chain to customer service for a multi-location manufacturing company.
- Process re-engineering to drive workflow efficiency for a distribution company.
- Improvement of project management practices to reduce operating costs for an ITES company.
- Reward & Recognition design to improve profitability for a sales organisation.

Finance & Capital

We assist our clients in raising new capital and in M&A transactions (buy-side as well as sell-side).

We provide Equity and Debt syndication services including assistance in Project Financing. This includes identifying potential investors / targets, preparing investment collaterals, conducting valuation and financial analyses, coordinating due diligence, deal structuring and negotiations and drafting of definitive agreements.

We enable shareholder value enhancement through sale & divestiture and also assist our clients with strategic communication and crisis management.



Case Studies

- Strategic planning and fund raising support for a technology outsourcing service provider.
- Investment advisory for a tertiary care healthcare provider.
- M&A advisory to enable presence across the value chain for a diversified business house.
- Investment advisory for a mid-size engineering & manufacturing company.
- Investment advisory for a specialised Health & Life Sciences education & training provider.
- Debt syndication for a pan-India education service provider.
- End-to-end financial and business planning advice to multiple start-ups across different sectors.



Our Value Proposition

FOCUSED AND RESULT ORIENTED APPROACH

Our focus on a company's lifecycle maturity position and experience in managing all aspects of the value chain results in sustained stakeholder value enhancement. Many of our projects come from client referrals.

INDUSTRY KNOWLEDGE AND TECHNICAL SKILLS

With dedicated professionals with hands-on industry experience, relevant technical expertise and representing a wide variety of functional backgrounds, we have the depth of knowledge needed for each of our client's projects.

STRONG NETWORK ACROSS THE VALUE CHAIN

We are engaged with diverse players in various industries and markets giving us a wide reach in terms of identifying best practices. This positions us strongly to advise clients across their growth initiative needs.

EXPERT, INDEPENDENT AND OBJECTIVE ADVICE

We bring a breadth of understanding of the key stakeholder issues and valuable perspectives from working across the value chain and hence we are able to provide our clients with specialist, independent and objective advice.



Autumn Leaf Consulting Services Private Limited
Bangalore | Mumbai

Express Contact:
Arindam Chandra | +91 99005 84356 | arindam@autumnglobal.com
Rima Sen | +91 98861 34923 | rima@autumnglobal.com
Himadri Roy | +91 98677 19661 | himadri@autumnglobal.com

Bangalore Address:
3rd Floor, # 677, 13th Cross,
27th Main, Sector 1,
HSR Layout,
Bangalore – 560102

Mumbai Address:
1303 / 2C, Phase II, NG Suncity,
Thakur Village,
Kandivali East,
Mumbai – 400101

Registered Office Address:
Maple 306, S.J.R. Redwoods, Haralur Road,
Off Sarjapur Road, Bangalore – 560034

AUTUMN LEAF

www.autumnglobal.com