

# Consulting Competencies & Profile

## Madras Consultancy Group

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## Established in 1985, MCG offers a wide range of management consulting services for the discerning client

- Market entry strategy
- Management & marketing consulting services
- Market analysis & research – international
- Industry & developmental studies
- Financial feasibility studies
- Setting up Operations in India (Regulatory Environment)

## We bring our unique strengths in consulting

- Well tested and established methodologies
- In depth knowledge of the Indian Economy & Industry
- Significant database on the Indian Industry
- A well trained consulting & research team
- Access to a wide network of management and technical consultants
- A client base of large Indian and International firms
- Focused attention of Principals for every assignment

## Active participation in professional bodies....

- Over 1,000 studies / assignments completed in diverse fields
- Well stocked library & large database on the Indian economy, the industry and the markets
- Membership in professional bodies in India –
  - Confederation of Indian Industry
  - Consultancy Development Centre
  - Madras Chamber of Commerce & Industry
  - Indo American Chamber of Commerce
  - Institute of Management Consultants of India

## Global market research capabilities

- Over the last decade, MCG has developed research capabilities in several regions
- Apart from MCG's consultants travelling to these countries, research associates have been identified
- Verticals where international research has been conducted include aluminium downstream, packaging and building & construction sector
- MCG is now capable of conducting independent market studies in several regions including Middle East, Europe and South East Asia
- In addition to our assignments, we have also partnered with leading consulting firms in select locations worldwide

## Global research on select verticals

- In recent years, MCG has undertaken global research (primary & secondary research) on select verticals for international clients
- In 2009 & 2010, MCG conducted extensive research in the MENA region & Europe for aluminium downstream products
- Over the years, MCG has carried out studies on the packaging sector in India, South East Asia and GCC
- MCG has conducted studies in China, Japan, SE Asia, Europe, and Latin America with the support of its international associates

## MCG's international associates are based at ....

- Toronto, Canada
- Beijing, China
- Paris, France
- Munich, Germany
- Tokyo, Japan
- Seoul, Korea
- Mexico City, Mexico
- Dubai, UAE
- London, UK
- Atlanta, USA
- Berkeley, USA

**MCG's client base comprises large and medium sized Indian and International companies from ; some of these clients have been using our services for well over 20 years!**

**Our clients are located in...**

- **Austria**
- **Australia**
- **Canada**
- **France**
- **Germany**
- **Hong Kong**
- **India**
- **Japan**
- **Mexico**
- **Philippines**
- **Saudi Arabia**
- **Singapore**
- **Switzerland**
- **United Arab Emirates**
- **United Kingdom**
- **United States of America**

**Focus Sectors.....**

# Global Aluminium Industry

- With 25 years of experience in the aluminium sector, MCG has handled several studies for aluminium downstream sector in many regions of the world
- MCG carried out extensive primary research on aluminium extrusions markets in 2010 across Europe and Middle East
- Since 2008, MCG has undertaken extensive research on the global aluminium industry for a European publisher. These exhaustive reports included :
  - Aluminium foil
  - Aluminium FRP
  - Aluminium extrusions
  - Aluminium recycling

# Global packaging machinery and packaging Industry

- Since inception, MCG has handled several studies in the packaging industry both in India and in the overseas market and these include :
  - Flexible packaging
  - Glass packaging
  - Metal packaging (Aluminium & Tinfoil)
  - Paper and paperboard packaging
  - Rigid packaging
  - Caps and Closures
- Recently, MCG produced over 30 global reports on the global packaging market for a publisher based in U.K
- In 2010, MCG undertook studies on the metal can packaging market in Philippines and also on select countries in the Middle East
- MCG has carried out studies on packaging machinery and form fill machines for Europe based industrial associations and conglomerates

# Building and Construction Sector

- MCG has carried out several studies across the entire spectrum of building and construction sector in India including
  - Construction equipment
  - Construction chemicals
  - Elevators and escalators
  - Building materials
- In 2010, a leading domestic automobile major commissioned MCG to study the excavator and wheel loader market in India
- In the recent years, MCG has extensively studied the elevator and escalator markets in India as well as in the Middle East
- In 2010, for a global elevator major, MCG undertook a study on the elevator market in select countries in the Middle East

## Engineering sectors

- MCG has several years of experience in the engineering and manufacturing sectors in India and has handled a number of large studies
- In 2010, detailed market analysis was undertaken for earthmoving equipment for a North American JV in India; MCG has earlier conducted several studies for earthmoving & construction equipment
- IN 2009, a study was undertaken conducted on the steam turbine gensets for a major Japanese manufacturer
- MCG has handled several studies on the automobile and auto component sector in India including market research and analysis on small trucks, refurbishing of heavy equipment, and components such as small ferrous castings and spare parts
- In 2010, a leading European manufacturer commissioned MCG to study the market for industrial air-springs in India

## Food Processing sector

- MCG has undertaken several studies in the food processing sector in India for domestic and overseas clients and has built up a significant database
- Recently, MCG studied the market opportunities for imported food products in India for an Australian client.
- In 2010, MCG carried out a study on the prospects for the Indian food processing industry for a client in Mumbai
- MCG has also undertaken market estimates and forecast of alcoholic beverages market and mineral water market in India

# Metals & Minerals Sector

- MCG has carried out a number of market studies in the area of metal and minerals, such as –
  - Steel – flat products & downstream products
  - Aluminium – downstream products
  - Iron ore & Coke
  - GCC & PCC
  - Lime & Talc
  - Kaolin
  - Titanium dioxide

## Paper & Printing sector

- MCG has significant experience in researching the Indian and International markets for Paper, Paperboard & Printing
- Reports on the Global markets for Paper & Paperboard and Printing were produced for an international client
- The Asian and Indian Print markets have also been analysed in depth and reports produced
- Market research studies have been undertaken on the Indian paper and paperboard industry and on ancillary materials used by the paper industry

## Strategic Planning at MCG

- Over the last two decades, MCG has been involved in the strategic planning process of several of its clients
- The first major assignment was with a Steel group in the early 90s and was followed by one for a telecom company in the mid-90s
- Subsequently, in several assignments there has been a component of strategy – environment analysis, competition analysis, location studies, and so on
- For a European elevator component manufacturer, MCG carried out an extensive market analysis in India and also assisted them in setting up their operations in India
- In 2009, MCG carried out a consulting assignment for a Swiss based firm keen on offering its expert services to the packaging industry in India

## Studies for industry associations / groups

- MCG has conducted several studies for Indian and International industry associations / groups
- These studies have been widely disseminated by the respective associations to their members with a view to –
  - Improving their exports to India
  - Facilitating their investments into India
- These studies have included market analysis, supply chain analysis, forecast of the future demand, price analysis and outline of entry strategy

## Developmental Studies

- **MCG** conducts macro level studies that help fostering economic development
- MCG conducted a study to establish the industrialisation potential of certain Southern Districts of Tamil Nadu for a premier industry association in India
- The study was aimed at facilitating a faster economic growth in these districts
- Senior members of MCG team had in-depth interactions with various stakeholders at the Government, industry, and trade representatives, businessmen, NGO s, etc. in the districts and at Chennai.

## Developmental Studies (contd..)

- The study provided a deep insights into the potential and opportunities that exist for development in the districts
- The study recommended an action plan that would transform these districts into an industrial hub
- A similar study has been completed in 3 southern districts of Andhra Pradesh recently, for the same client
- In 2009, a noted voluntary organisation commissioned MCG to carry out a study on the health care facilities available in specific suburban regions adjoining Chennai.

**Thank you !**