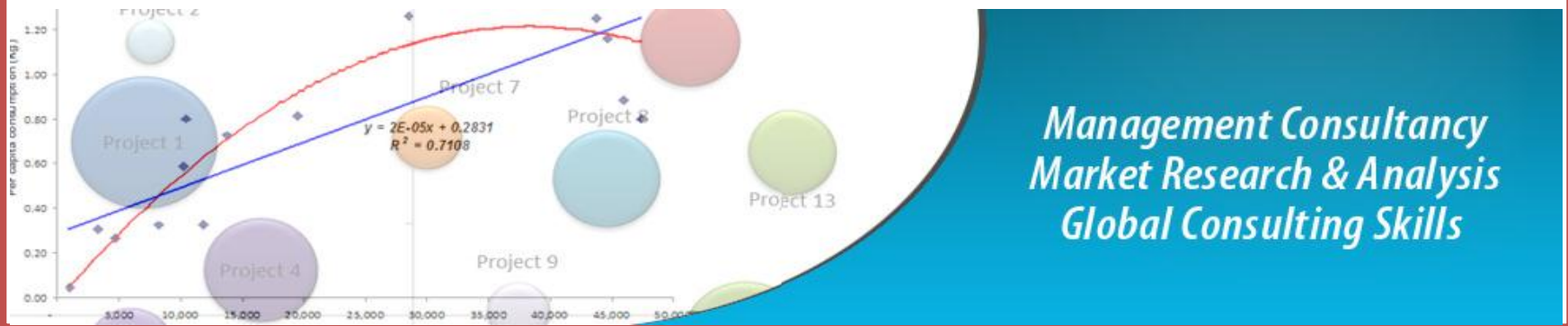


Madras Consultancy Group

www.consultmcg.com

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- Consulting Competencies & Profile -



Established in 1985, MCG offers a wide range of management consulting services to Indian and international clients...



Our unique strengths in consulting



A global client base ...



- Albawardi Group, KSA
- Alcoa, USA
- Arcelor, France
- Arnold Magnetics, USA.
- Arysta Chemicals, Japan
- Boehringer Ingelheim, Germany
- Calgon Carbon, USA
- Ciba, Switzerland
- Codan, Australia
- Dubal, UAE
- Dun & Bradstreet, UAE
- EAC Consulting, Germany
- Emerson Electric, Singapore
- VDMA, Germany
- Gulf Extrusions, UAE
- Hawe Hydraulic, Germany
- Hitachi, Japan
- Invia Consulting, Canada
- Ibtikar Group, Bahrain
- Konecranes, Finland
- Laplace Conseil, Paris
- Metal Bulletin, UK
- Mitsubishi Electric, USA
- Mondi Paper, Austria
- Moventas, Finland
- Poyry Consulting, France
- Printpack, USA
- Sapa BTG, Vietnam
- Schindler Pars, UAE
- Schindler, Switzerland
- Shin Nippon, Japan
- Smithers-Pira, UK
- Starlinger, Austria
- Toray Industries, Japan
- USAPEEC, USA
- WATO, Australia
- Wittur, Germany
- Worley Parsons, UAE

Select Indian clients

- Addison Tools, Chennai
- Amco Batteries, Chennai
- Akzo Nobel, Bangalore
- Ashok Leyland-John Deere, Chennai
- Bosch India, Bangalore
- BYST, New Delhi
- Carborundum Universal, Bangalore
- Chowgule Koster, Mumbai
- Cutting Tools Manufacturers' Association
- Doosan, Chennai
- E.I.D. Parry, Chennai
- Fujitec India, Chennai
- Heidelberg India, Chennai
- Hindustan Tin, New Delhi
- I.T.C. Limited (PPD), Chennai
- ITW India, Hyderabad
- Messe Dusseldorf, New Delhi
- Pinnacle Engines India, Pune
- Sapa Profiles India, Bangalore
- Sara Elgi, Coimbatore
- Schindler India, Mumbai
- Sundaram Industries, Chennai
- Tata Ryerson, Kolkata
- Thiagaraja Mills, Madurai
- Thomson Press India, Faridabad
- T.V. Sundram Iyengar & Sons, Madurai
- WMI Konecranes India, Pune
- Wolkem India, Udaipur

MCG's international associates are based at ...



• Toronto, Canada	• Brussels, Belgium	• Tokyo, Japan	• Beijing, China
• Mexico City, Mexico	• London, UK	• Seoul, Korea	• Sydney, Australia
• San Francisco, USA	• Istanbul, Turkey	• Manila, Philippines	• Jeddah, KSA
• Paris, France	• Johannesburg, SA	• HCMC, Vietnam	• Dubai, UAE



Focus Sectors.....



India market entry strategy...

- Over the decades, MCG has assisted a number of international companies with their “India Entry Strategy” and these assignments have included –
 - **Market research & analysis**
 - **Feasibility studies (including project financial analysis)**
 - **Location identification, evaluation & advice**
 - **Regulatory environment – interpretation and advice on Central & State Government regulations**
- And the first steps in implementation

Global market analysis capabilities in the B2B space.....

- In recent years, MCG has undertaken global research (primary & secondary research) on select verticals for international clients and some of these studies include
 - **Aluminium downstream products**
 - **Tinplate (service centre)**
 - **Packaging products**
 - **Elevators & escalators**
 - **Factory equipment**
- Regions of focus are : India, Asia, Middle East & Europe
- MCG networks with leading research firms to execute these projects with participation of consultants from India
- In select domains, MCG has partnered with leading consulting firms for executing assignment outside India

Global Aluminium Industry

- With 28 years of experience in the aluminium sector, MCG has handled several studies for aluminium downstream sector in many regions of the world including India, Asia, Europe and the Middle East.....
 - **Aluminium extrusions**
 - **Aluminium castings**
 - **Aluminium flat rolled products**
 - **Aluminium foil**
 - **Aluminium wire rods**
 - **Recycled aluminium**
- Papers on the aluminium downstream sector have been presented in international conferences held at Bahrain, Bangkok, Dubai, Dusseldorf, Goa, Guang Zhou, Hyderabad, Krakow, Montreal, Mumbai and Salzburg



Steel & Minerals in India.....

- MCG has carried out a number of market studies in the area of steel and related minerals in India, such as –
 - **Steel – flat products & long products**
 - **Steel forgings**
 - **Ferrous castings**
 - **Seamless pipes**
 - **Alloy steel & stainless steel**
 - **Steel service centre (GCC)**
 - **Iron ore, Limestone & Coke**



Infrastructure Sector

- In India, MCG has examined the Infrastructure sector from multiple dimensions –
 - **The power generation sector, including key equipment**
 - **The wind energy sector**
 - **Road and airport development and the associated use of construction equipment and construction chemicals**
 - **Building & Construction sector**
 - **Port development in India and Tamil Nadu**
 - **Natural gas sector in India**
- MCG carried out a study of the natural gas sector in select countries in South East Asia



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 the recent years, MCG has extensively studied the elevator and escalator markets in India as well as in the Middle East



Engineering sector....

- MCG has several years of experience in the engineering and manufacturing sectors in India and has handled a number of large studies including :
 - **Automotive components**
 - **Construction & earthmoving equipment**
 - **Cutting tools**
 - **Large gear boxes**
 - **Factory equipment including various type of cranes**
 - **Machine tools**
 - **Packaging machinery**
 - **Food processing machinery**
- In recent years, a few equipment studies have been undertaken in the MENA region



Global printing & packaging industry

- Since inception, MCG has regularly undertaken market analysis in India as well as in overseas markets, for the packaging industry, including
 - Flexible packaging
 - Glass containers
 - Metal cans
 - Paper and paperboard packaging
 - Rigid plastics packaging
 - Caps and Closures
 - Printing industry
 - Printing inks
- MCG analysed and produced content for over 30 global reports on the global printing & packaging markets for a European publisher
 - MCG has conducted detailed analysis of the metal can packaging markets in select MENA & SE asian countries



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
- MCG conducts macro level studies that help fostering economic development – these studies are undertaken for Industry associations



*Management Consultancy
Market Research & Analysis
Global Consulting Skills*

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