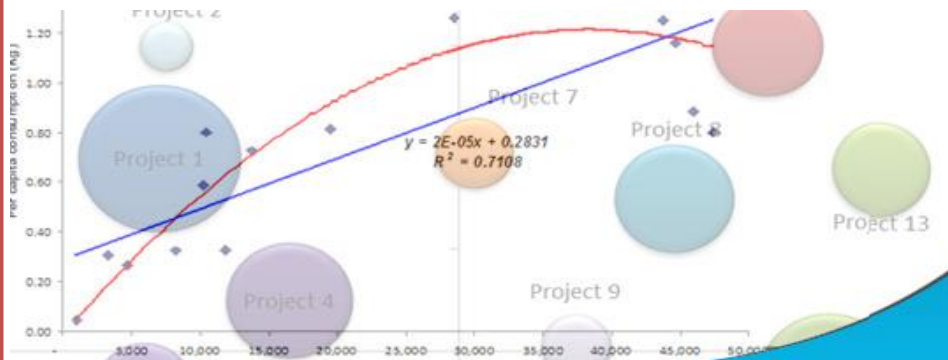


Madras Consultancy Group

www.consultmcg.com

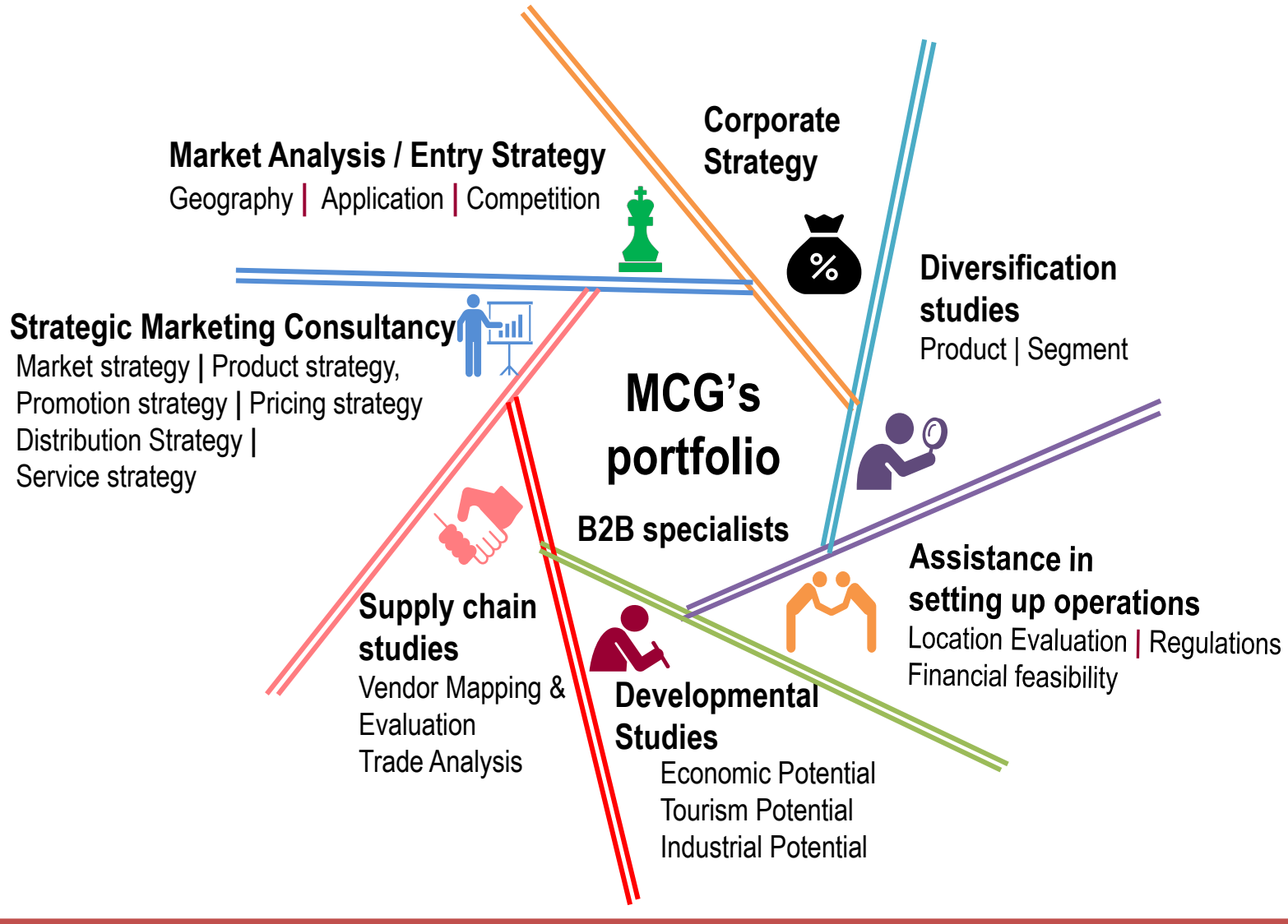
enquiries@mcg.in / admin@mcg.in

- Consulting Competencies & Profile -



*Management Consultancy
Market Research & Analysis
Global Consulting Skills*

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



With more than three decades of experience, we bring our unique strengths in consulting...



A global client base ...



- Albawardi Group, KSA
- AICircle, Singapore
- Alcoa, USA
- Aleris, Germany
- Arcelor, France
- Arnold Magnetics, USA.
- Arysta Chemicals, Japan
- Boehringer Ingelheim, Germany
- Calgon Carbon, USA
- Codan, Australia
- Dun & Bradstreet, UAE
- EAC Consulting, Germany
- Emerson Electric, Singapore
- Emirates Global Aluminium, UAE
- Fujitec, India
- Gulf Extrusions, UAE
- Granges India
- Hawe Hydraulic, Germany
- Hitachi, Japan
- Husqvarna, India
- Invia Consulting, Canada
- Ibtikar Group, Bahrain
- Konecranes, Finland
- Laplace Conseil, Paris
- Metal Bulletin, UK
- Momentive, USA
- Mondi Paper, Austria
- Moventas, Finland
- Petainer UK Holdings Ltd
- Poyry Consulting, France
- Printpack, USA
- Rusal India
- 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
- WKW Group, Germany
- Worley Parsons, UAE

Select Indian clients

- Addison Tools, Chennai
- AGI Glaspac
- Amco Batteries, Chennai
- Akzo Nobel, Bangalore
- Ashok Leyland, Chennai
- Ashok Leyland – John Deere
- Bosch India, Bangalore
- CUMI, Bangalore
- Chowgule Koster, Mumbai
- CII, Tamil Nadu
- CTMA, Chennai/Mumbai
- Doosan, Chennai
- Ecosible, Chennai
- E.I.D. Parry, Chennai
- FICCI, Chennai
- Fujitec India, Chennai
- Heidelberg India, Chennai
- Hindustan Tin Works, New Delhi
- I.T.C. Limited (PSPD), Hyderabad Chennai
- ITW India, Hyderabad
- Kennametal, Bangalore
- Konecranes India, Pune
- Kothari Hosiery, Kokata
- Madras Chamber of Commerce & Industry
- Magicrete Building Solutions, Mumbai
- Messe Dusseldorf, New Delhi
- Orient Press Limited, Mumbai
- Pinnacle Engines India, Pune
- Hydro Extrusion (Sapa Profiles India, Bangalore)
- Sara Elgi, Coimbatore
- Schindler India, Mumbai
- Sundaram Industries, Chennai
- Tata Ryerson, Kolkata
- Thiagaraja Mills, Madurai
- Thomson Press India, Faridabad
- TNPL, Chennai
- T.V. Sundram Iyengar & Sons, Madurai
- VDMA, Kolkata
- Wolkem India, Udaipur

MCG has successfully completed over 1,000 assignments in the last 30 years across diverse industry verticals

- **metals & mining**
- **engineering**
- **machinery & equipment**
- **power & infrastructure**
- **building & construction**
- **packaging**
- **food processing**

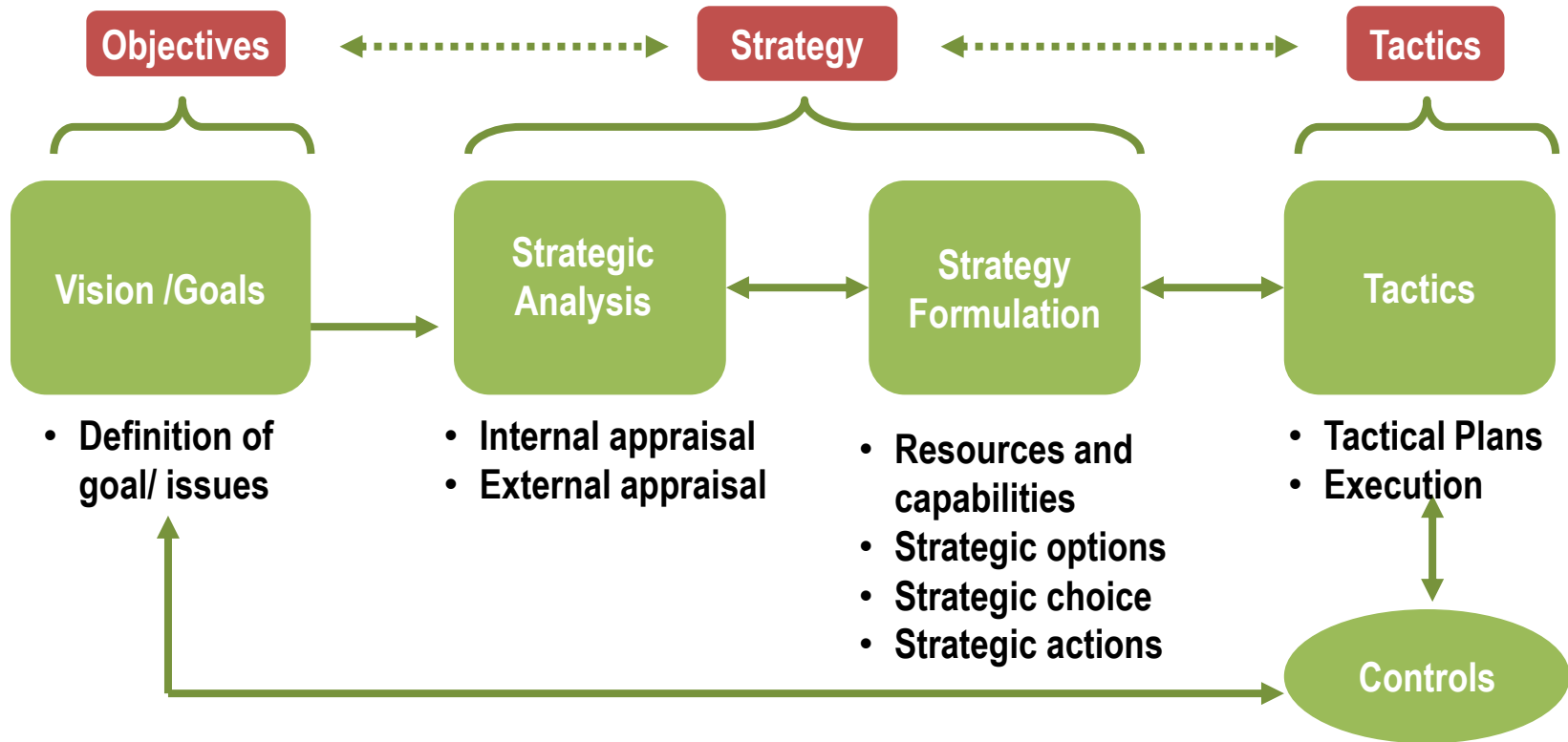
Our range of customised services include:

- We assist clients in **developing strategies for market entry** and expansion in India, GCC, SE Asia & EU
- We conduct **B2B market research studies** for industrial products- India, GCC, SE Asia & EU
- We carry out **export market studies** and undertake **global market research** on select industry verticals
- We undertake **financial feasibility** and location evaluation studies

MCG networks with leading research firms worldwide to execute global & multi-country assignments with participation of consultants from India.

Strategic planning

MCG has over three decades of experience in undertaking strategic planning assignments for Indian as well as International clients. Since the early 1990's we have assisted large corporate clients to build their medium- and long-term strategies-



Since 2007, MCG has carried out Strategic Plan assignments for companies based in GCC

Strategic planning

MCG's strategic marketing consultancy is designed to encompass all areas of marketing....

Market strategy

- What segmentation strategy should we follow - geographic, end-use / application, any other segmentation parameter?

Product strategy

- How do we dove-tail the product-mix with the proposed market strategy? What are the product features that we can incorporate to achieve differentiation? Can we create “special” products for niche markets ?

Promotional strategy

- How do we create awareness in the marketplace amongst key decision makers? How do we use Digital Marketing to maximise awareness and generate enquiries? What is our core Value Proposition ?

Pricing strategy

- Is competitive pricing strategy essential ? How do we price our products with reference to major competitors? Can we package anything else ?

Service Strategy

- How can we better competition in terms of service, ease of doing business, complaint handling? Plan for after sales service and the use of technology for providing services

Distribution strategy

- What alternate channels available ?
- Which channels will be most effective ?

Experience in developing market entry strategies...

- Over the last two decades, MCG has supported several international companies with their entry strategies and setting up operations in India; likewise, MCG has supported Indian companies in their market expansion abroad
- “India entry strategy” assignments have included -
 - Market assessment
 - Financial feasibility
 - JV / partner search
 - Location evaluation across multiple states
 - Indian Regulatory environment (Central & State)
 - Support during initial implementation phase
- MCG works with International clients in developing their sourcing strategies from India

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
 - **Packaging products & materials**
 - **Factory equipment (packaging machinery, EOT cranes, etc.)**
 - **Aluminium downstream products**
 - **Elevators & escalators**
- Regions of focus: India, GCC, South Asia & South East Asia
- In select domains, MCG has partnered with leading consulting firms for executing assignment outside India
- MCG has produced content for a number of global market analysis reports in the fields of packaging and aluminium, for publishers in UK.

Research and analysis capabilities

- MCG has a strong secondary research team with deep expertise in data gathering and analysis
- The team has developed capabilities to undertake independent research and analysis to support business decision making
- Well researched reports prepared by the team cover industry overview, market information, demand-supply scenario, competition information and trends & developments
- We also undertake detailed feasibility reports covering various industry verticals across MENA, South Asian, South East Asian and other regional markets

Sectors of focus

Aluminium

- With about 30 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



Building & Construction

In the building & construction sector, MCG has over 25 years of research and consulting experience. We have conducted several market research studies on building & construction sector and have gained knowledge on the entire value chain

- AAC Blocks
- Air Conditioners
- Aluminium Extrusions
- Cement
- Ceramic Tiles
- Construction Chemicals
- Elevators & Escalators
- Excavators
- Furniture
- Metal Ceilings
- Plastic Pipes & Fittings
- Plywood
- Portable Gensets
- Protective Coatings
- Roll-a-Doors
- Roofing Materials
- Sanitary Ware
- Water Purifiers (Point of Entry)
- Weather Coat tiles
- Wheel Loaders

MCG has conducted studies on some of the above materials/equipment in International markets such as Middle East, Vietnam, Iran, Bangladesh, and Sri Lanka

Engineering

- 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**
 - **Factory equipment**
 - **Industrial cranes**
 - **Large gear boxes**
 - **Machine tools**
 - **Steam turbines**
- In recent years, a few equipment studies have been undertaken in the MENA region



Food processing and equipment

MCG has carried out several market research studies on the food processing sector in India for both domestic and overseas clients and has gained in-depth knowledge across various product segments. Some of the large studies completed in the recent years include :

- Market for imported horticulture and processed food products in India
- Financial feasibility study including a market study for fruit juices
- Market estimate and forecast of alcoholic beverages market in India
- Analysis of poultry market in India
- Market trends and forecasts of mineral water in India

In addition to market research studies, MCG has assisted a client in setting up a fruit processing unit in the Western region.

Over the years, MCG has tracked the developments in retail and food processing sectors as a part of several in-depth assignments on the consumer packaging markets.

Infrastructure

- 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



Packaging & allied

In the packaging and packaging machinery sectors, we have over 30 years of research and consulting experience. We have conducted several market research studies on various forms of packaging and have gained knowledge on the entire value chain, including the print sector

- Printed paper board cartons and liquid cartons
- Metal packaging (tinplate & aluminium)
- Flexible packaging
- Caps and closures (metal and plastic)
- Coatings and lacquers
- Printing Industry in India
- Labels (Paper and film)
- Glass packaging
- Rigid plastic packaging
- Bulk/ transit packaging
- Offset printing machinery
- Printing inks

MCG has undertaken detailed market studies on food processing and packaging machinery in India covering

- Form Fill Seal Machines
- Flow over wrapping/ pillow packing machines
- Fillers (Dosers)
- Blister packaging & capsule filling machines
- Strapping/ cartoning machines
- Dairy machinery
- Frozen food machinery
- Beverages machinery

In addition, we have also conducted market research on packaging raw materials including paper, tinplate, coatings, sealants and so on. We have experience in handling research for new products as well as for technically complex products.

Steel & Minerals

- 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**



Industry associations / groups

- In addition to the B2B Industry research, strategy and consulting assignments, 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
 - Fostering the development of Districts, Regions and Cities
- MCG has conducted several macro level studies that help fostering economic development

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