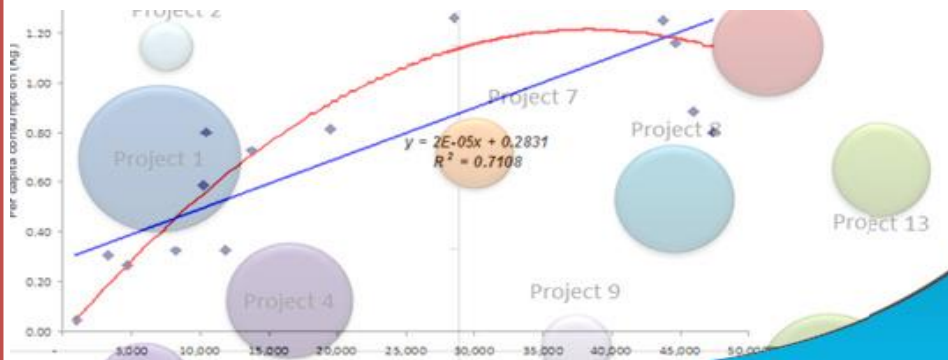


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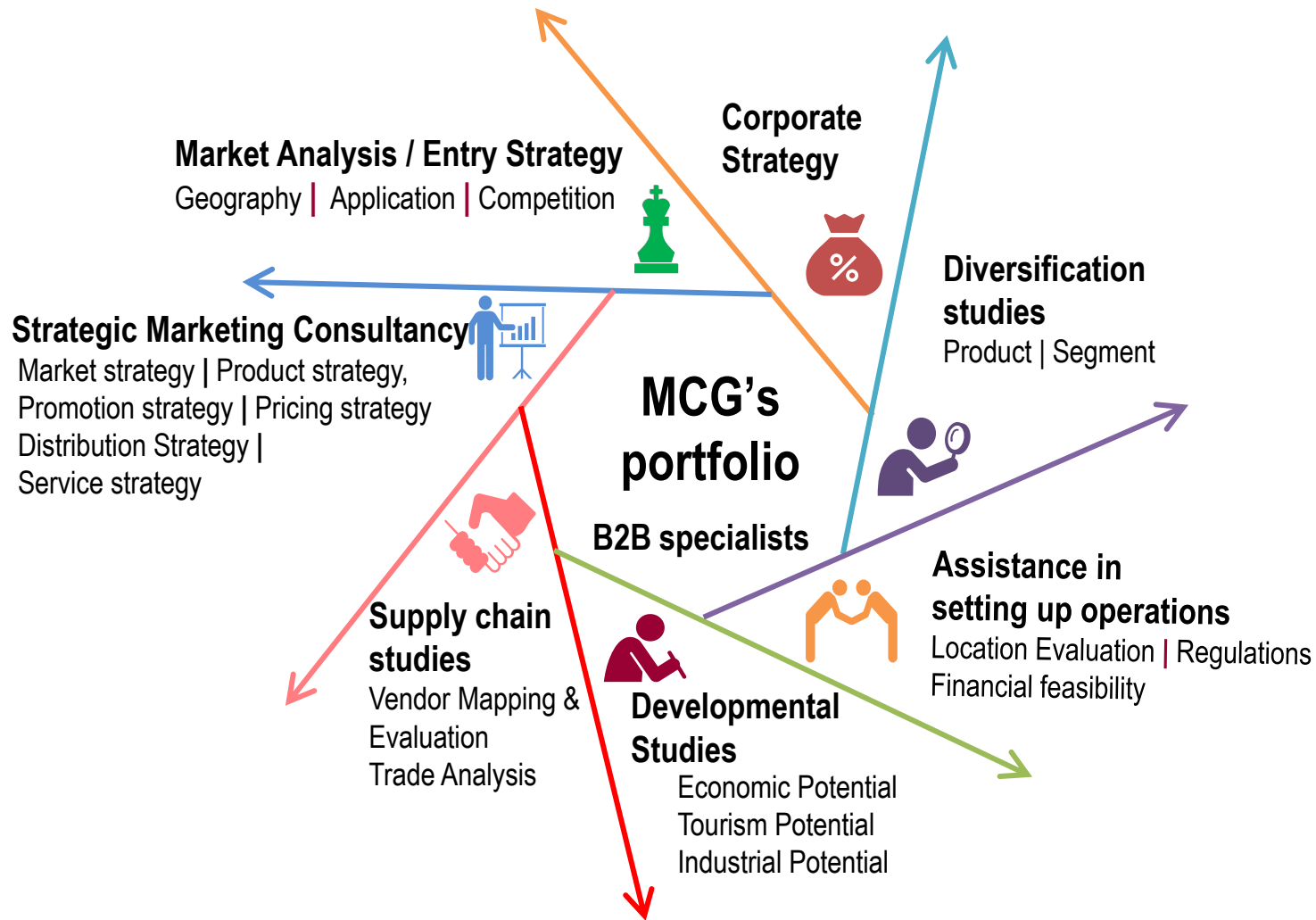
enquiries@mcg.in / admin@mcg.in

- Consulting Competencies & Profile -

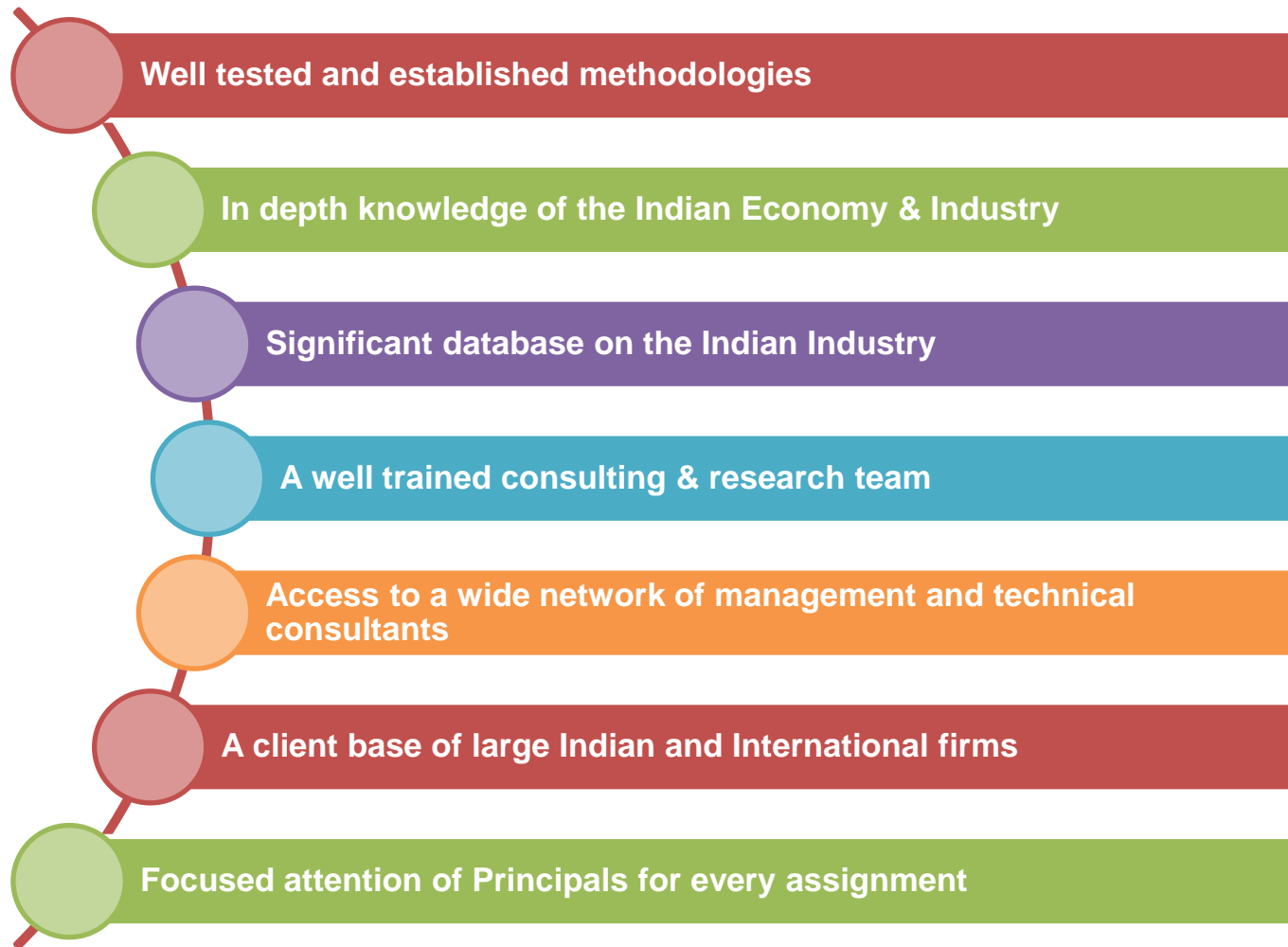


*Management Consultancy
Market Research & Analysis
Global Consulting Skills*

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 ...



- AkzoNobel, Netherlands / India
- Albawardi Group, KSA
- AlCircle, Singapore
- Alcoa, USA
- Aleris, Germany
- Arcelor, France
- Arnold Magnetics, USA.
- Boehringer Ingelheim, Germany
- Brugg, Germany
- BSRIA, UK
- Codan, Australia
- Dubai Aluminium, UAE
- Dun & Bradstreet, UAE
- Doosan, South Korea
- EAC Consulting, Germany
- Emerson Electric, Singapore
- Emirates Global Aluminium, UAE
- Fastmarkets, UK
- Fujitec, Japan
- Gulf Extrusions, UAE
- Granges, Sweden / India
- Haji Hasssan Group, Bahrain
- Hawe Hydraulic, Germany
- Heidelberg, Germany / India
- Hitachi, Japan
- Husqvarna, Sweden / India
- Invia Consulting, Canada
- Ibtikar Group, Bahrain
- Konecranes, Finland / Turkey/India
- Laplace Conseil, France
- Messe Duesseldorf, Germany
- Messe Frankfurt, Germany
- Momentive, USA
- Mondi Paper, Austria
- Moventas, Finland
- Norsk Hydro (Sapa), Norway
- Poyry Consulting, Italy
- Printpack, USA
- Robert Bosch, Germany
- Rusal, India
- Sapa BTG, Vietnam
- Schindler Pars, UAE
- Schindler, Switzerland
- Shin Nippon, Japan
- Smithers-Pira, UK
- SMS-Group, Germany
- Starlinger, Austria
- Teknoware, Finland
- Toray Industries, Japan
- VDMA, Germany
- WATO, Australia
- Wittur, Germany
- WKW Group, Germany
- Worley Parsons, UAE

Select Indian clients

- Addison Tools, Chennai
- AGI Glaspac, Hyderabad
- Amco Batteries, Chennai
- Akzo Nobel, Bangalore
- Ashok Leyland, Chennai
- Ashok Leyland – John Deere
- Austrade, Chennai
- Bosch India, Bangalore
- CUMI, Bangalore
- Chowgule Koster, Mumbai
- CII, Tamil Nadu
- CTMA, Chennai/Mumbai
- Doosan, Chennai
- E.I.D. Parry, Chennai
- FICCI, Chennai
- Fujitec India, Chennai
- Heidelberg India, Chennai
- Hindustan Tin Works, New Delhi
- I.T.C. Ltd (PSPD), Hyderabad Chennai
- I.T.C. Ltd. (PPD), Chennai
- ITW Signode India, Hyderabad
- Jindal Aluminium Ltd., Bangalore
- Kaira Can, Mumbai
- 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
- Procam, Kolkata
- 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
- Tamil Nadu Newsprint & Paper Ltd, Chennai
- T.V. Sundram Iyengar & Sons, Madurai
- VDMA, Kolkata
- Wolkem India, Udaipur

MCG has successfully completed over 1,200 assignments over the last 35+ 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.

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**
 - **Steel & Minerals**
 - **Elevators & escalators**
 - **Airconditioning equipment**
 - **Packaging products & materials**
 - **Factory equipment (packaging machinery, EOT cranes, etc.)**
- Regions of focus: India, GCC, South Asia & South East Asia
- MCG has undertaken project financial feasibility reports covering select industry verticals in India and GCC countries
- 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.

Sectors of focus

Aluminium

- With over 35+ 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

- 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 & Coal**



Elevator industry focus.....

- Since 1997, MCG has been tracking the Elevator & escalator markets in India and has undertaken a number of studies, including
 - Several client-based research reports on the Elevator & Escalator markets, including market sizing, characteristics trends and forecasts
 - Research on the component sector including vendor evaluation
 - Location evaluation for setting up new facilities & advise on the India Regulatory environment
 - Segment and price analysis reports
 - Customer perception report
 - Multi-client **Indian Elevator market reports since 2009** – 6 editions published so far, the latest being in September 2022
- MCG has undertaken market studies in Bangladesh, Sri Lanka, GCC and a few countries in the MENA region
- MCG supports international publishers with secondary data analysis

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



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.

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
- A detailed study of the alcoholic beverages market in India
- Analysis of the poultry market in India
- Market trends and forecasts of mineral water in India
- Financial feasibility study including a market study for fruit juices
- The market for edible oils in India
- Report on the Indian Food Processing sector (2020) – an independent study

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.

Industry associations / groups

- In addition to the B2B Industry research, strategy and consulting assignments, MCG has conducted several developmental studies for Indian and International industry associations / groups
- MCG has conducted several macro level studies in areas such as such as district development, port development and cluster development that help fostering economic development of a region
- Studies for international associations 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

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