

**DON'T KEEP YOUR LED BRAND NAKED ! WRAP IT WITH OUR MICRO STRATEGIES**



WIN FUTURE MARKET WITH US

**THE CONSULTANTS**

**+91-8587067685**

**contact.theconsultants@gmail.com**

**INR 3 K Cr. TO 20 K Cr. JUST BY 2020**

**INDIAN LED LIGHTING INDUSTRY IS SET ON FIRE FOR REVOLUTION**

**OPPORTUNITY & / OR THREAT**

**INDIA'S  
EVER  
FIRST**

**OPPORTUNITY ONCE IN CENTURY**  
**TO CHANGE YOUR CORPORATE DESTINY AS**  
**MICROSOFT, APPLE, INFOSYS, AIRTEL, MICROMAX**  
**DID AT THEIR TIME**

**BE FIRST TO WIN MARKET  
FIRST**

**WAR IS YET TO BEGIN**

**STEP OUT TODAY !  
TOMORROW WILL BE LATE**



**+91-8587067685**

**LET YOUR BRAND GLOW IN 2 BILLION INDIAN SOCKETS**  
SPECIALISED MICRO STRATEGIC CONSULTANCY FOR EMERGING LED LIGHTING INDUSTRY

**PHASE OUT PLAN BY 2020**

**THE CONSULTANTS**  
ANALYSING INVISIBLE FACTORS FOR VISIBLE RESULTS  
4th GENERATION MICRO STRATEGIC CONSULTANCY

**THE CONSULTANTS**

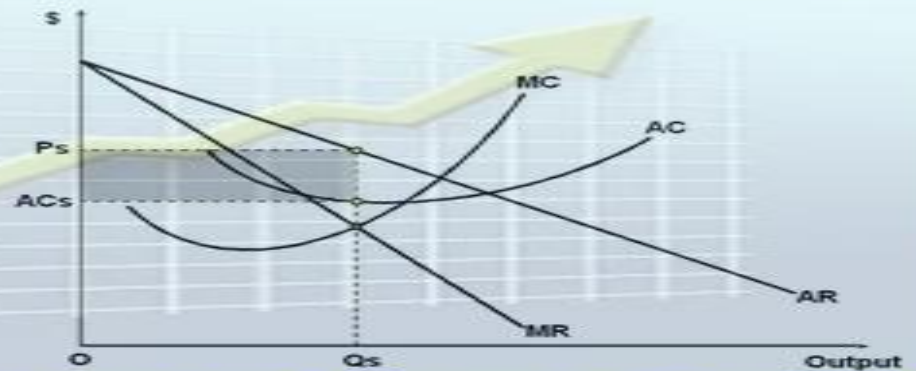
**WATCH IN FULL SCREEN TO ENJOY ALL SLIDES**

**JUMP AS MUCH AS YOU WANT**  
**AS EASY AS TOUGH IT APPEARS**



**IT'S A TRANSITION PHASE ! NEED TO BE SUB MICROSTRATEGIC TO WIN RACE**

**INTEGRATED MICROSTRATEGIC COMPLEX BUSINESS SOLUTIONS**



**WE ARE HERE TO BRING YOUR DREAM TRUE**

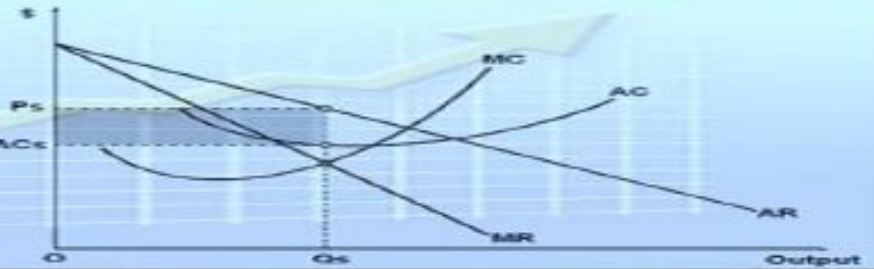
# SIMILAR BUSINESS ECOSYSTEM

WHY DOES SOME ORGANIZATIONS GROWS UNEXPECTEDLY?

WHY DOES SOME ORGANIZATIONS STURGGLES YEAR OVER YEAR ?

WHY DOES SOME BIG ORGANIZATIONS SINKS OVERNIGHT ?

EVEN HAVING BEST TALENT & MANAGERS



EXPERIENCE CONSULTANCY'S MICRO DIFFERENCES WITH US

# THE CONSULTANTS

ANALYSING THE INVISIBLE FACTORS FOR VISIBLE RESULTS

4th GENERATION MICROSTRATEGIC BUSINESS CONSULTANCY



## **YOU TO CAN LEAD**

**IT'S AN OPPURTUNITY TO WRITE NEW HISTORY ON BUSINESS HORIZON.**

**ANY OLD LIGHTING PLAYER MAY BE WIPED OUT OR ANY NEW PLAYER MAY LEAD MARKET**

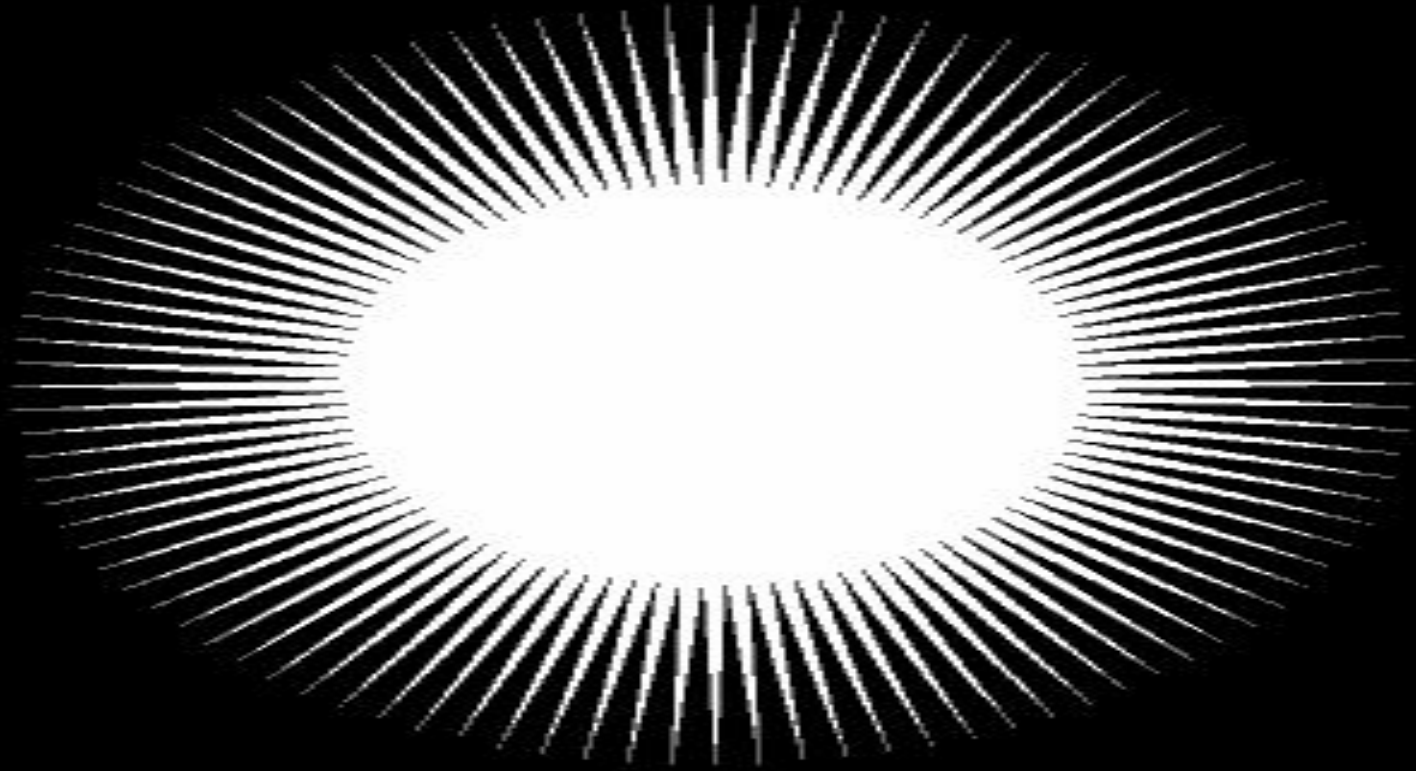
# WHY WE HAVE TO BE SUB MICROSTRATEGIC

LACK OF EXPERIENCED MKTG PROFESSIONAL & MARKET INFO  
MORE THAN 500+ COMPETITORS WITH NEW COMERS  
TIME DIMENTIONS ARE MULTIPLE & SHORTS  
DEGREE OF COMPETITION WILL BE SHRUDE  
EVER CHANGING VOLATILE ENVIORNMENT  
SPEED OF BUSINESS DYNAMICS VERY FAST  
CONSUMER BEHAVIOUR IS A LIMITATION  
VERY COMPLEX MARKET SITUATION  
PRODUCT NATURE NEW & COMPLEX

SO

ADVANCE LEVEL BLITZKRIEG EXPERTISE REQUIRED  
NOT MERELY "ME TOO APPROACH" NO TRIAL & ERROR APPROACH  
LONG TERM VISION WITH QUICK RESPONSE TO FAD & FASHION POLICY  
HIGH LEVEL OF EXECUTION EXPERTISE & EFFICIENCY

DEMAND OF TIME ! BE SUB MICRO STRATEGIC WITH US



**REMEMBER ! THIS IS FAST BUSINESS TRANSITION PERIOD WHERE  
TIME IS LIMITING FACTOR  
ONLY FAST , ACCURATE & STRATEGIC ONE WILL WIN.  
NO TRIAL & ERROR APPROACH WILL BE ALLOWED.**

**THIS IS ANIMATED SLIDE. DOWNLOAD THIS PPT & WATCH IN FULL  
SCREEN TO ENJOY ANIMATION EFFECTS.**

**OUT OF BOX MICRO  
STRATEGIC  
CONSULTANCY  
HELPFUL GREATLY  
TO SPREAD &  
ESTABLISH YOUR  
BRAND AS AN  
INDUSTRY LEADER  
IN FUTURE.**



**Year 2015 !  
DECIDING  
YEAR !**

**SPREAD YOUR BRAND FASTER THAN OTHERS  
WIN MARKET STRATEGICALLY WITH US**



OUR USP


TREND SETTER AMONG INDUSTRY EXPERT

LinkedIn Groups

**light INDIA** Trending discussions in: Light India - Featuring green lighting technology

INDIA'S EVER FIRST LED LIGHTING INDUSTRY SPECIALIZED MICRO STRATEGIC MARKETING CONSULTANCY TO WIN...

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THE CONSULTANTS  
WORLD STRATEGIC BUSINESS CONSULTANCY FOR FMCG / CONSUMER GOODS FIRMS

**LED LIGHTING INDUSTRY TO BOOM 20 K CR - BE FIRST TO WIN FIRST - THE CONSULTANTS**

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**INDIAN LED LIGHTING INDUSTRY IS SET ON FIRE**

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READ DETAIL ABOUT NEXT INDIAN INDUSTRY BOOM LIKE IT BOOM,MOBILE BOOM IN PAST



LED LIGHTING INDUSTRY TO BOOM 20 K CR - BE FIRST TO WIN MARKET - INDIA  
INDIA'S EVER FIRST SPECIALIZED LED LIGHTING MARKETING CONSULTANCY. INDIAN LED LIGHTING INDUSTRY IS EXPECTED TO BOOM 20 CR. IN NEAR FUTURE. SUCH AN OPPORTUNIT...

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<http://youtu.be/nVvt6vdnWzI>

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led



**LED LIGHTING INDUSTRY TO BOOM 20 K CR - BE FIRST TO WIN FIRST - THE CONSULTANTS**

INDIAN LED LIGHTING INDUSTRY IS SET ON FIRE . INR 3 K Cr. TO INR 20 K Cr. JUST BY YEAR 2020. DOES YOUR COMPANY IS READY ???? THE CONSULTANTS. SPECIALIZED MICROSTRATEGIC CONSULTANCY FOR LED LIGHTING FIRMS. BE FIRST TO WIN THE RACE FIRST.

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**INDIAN LED LIGHTING INDUSTRY IS SET ON FIRE**

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INDIAN LIGHTING INDUSTRY BOOM - INR 3K Cr. TO 20 K Cr. BY 2020. INDIAN LED LIGHTING MARKET IS EXPECTED TO GROW INR 3K CR TO 20 K CR BY YEAR 2020 APPROX 2 BILLION EXISTING LIGHTING LAMPS WILL BE PHASE OUT BY 2020AN OPPORTUNITY ONCE IN A CENTURY TO CHANGE YOUR CORPORATE DESTINYLIKE MICROSOFT, NOKIA etc. DID IT...

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READ DETAIL ABOUT NEXT INDIAN INDUSTRY BOOM LIKE IT BOOM,MOBILE BOOM IN PAST




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**ADVANTAGES VS DISADVANTAGES OF LED LIGHTS**  
?http://goo.gl/9jAQOO

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Con Sul Tants - Photos from Con Sul Tants's post | Facebook  
Con Sul Tants posted this photo on 2015-02-25. 0 likes. 0 comments. 0 shares.

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OUR USP ! WE ARE TREND SETTER AMONG INDUSTRY PROFESSIONALS ! SEE IT !

**GREAT JOB DONE BY YOU**



**IT'S OUR TURN TO COMPLETE IT**

**LET YOUR BRAND REACH TO 2 BILLION SOCKETS IN INDIA**



**LED LIGHTING STRATEGIC MARKETING CONSULTANCY**  
**THE CONSULTANTS**

4th GENERATION MICRO STRATEGIC BUSINESS & MARKETING CONSULTANCY

+91-85587067685

**FURTHER SLIDES WILL PROVIDE STATE WISE MARKET POTENTIAL & MICRO STRATEGIC ANALYSIS**

# IT CAN CHANGE DESTINY OF COPORATES

LIKE INFOSYS / WIPORO DURING IT BOOM  
MICROMAX DURING MOBILE BOOM



**3 - D  
SPECIALISED  
MKTG  
PROCESS.**

**BE FIRST TO UNLOCK THIS GOLDEN OPPURTUNITY WITH OUR STRATEGIC KEY**

**YEAR 2015 -2016 IS MOST CRUCIAL FOR CORPORATE PLAYERS**

# WHAT HAPPENED TO NOKIA & OTHER LEADING BRANDS DURING PERFECT COMPETITION



**THE CONSULTANTS**

**ANALYSING THE  
INVISIBLE FACTORS  
FOR VISIBLE RESULTS**

**+91-8887067685**

**CONNECTING DOTS FOR BUSINESS EXCELLENCE**

**WAR IS YET TO BEGIN ! ONLY STRATEGICALLY BEST WILL GLOW ! STRATEGIZE WITH US TODAY FOR TOMORROW**

**DON'T  
THINK  
ONLY  
FOR  
TODAY**

**MICRO STRATEGIC COMPETITIVE FOUNDATION FOR  
EVER LASTING BUSINESS SUSTAINABILITY**

**YOUR STRATEGIC PARTNER**

**THE CONSULTANTS**

**TIME TO  
SPREAD  
UR WINGS**

**THINK FOR  
GOLDEN  
TOMORROW**

# THE CONSULTANTS

ANALYSING THE INVISIBLE FACTORS FOR VISIBLE RESULTS

EXPERIENCE THE MICRO LEVEL CONSULTANCY DIFFERENCES WITH US



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INVISIBLE FACTORS  
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**CONNECTING DOTS FOR BUSINESS EXCELLENCE**



**LAUNCHING / GROWTH**    **MARKET SHARE GROWTH** ?

**UNIVERSE MAPPING** ?

**PERFORMANCE IMPROVEMENT** ?

**DEFINING USP / NORMS**    **GAP ANALYSIS**

**TRAINING & DEVELOPMENT**    **COMPETITION MANAGEMENT**

**BUSINESS & CONSUMER DYNAMICS**    **BRAND PERFORMANCE**

**BUSINESS DYNAMICS**

**STRATEGIC PLANNING (MICRO & MACRO)**

**SYSTEM DEVELOPMENT**    **MARKET & ENVIRONMENT MAPPING**

**THE CONSULTANTS**

**CONNECTING DOTS FOR BUSINESS EXCELLENCE**

**ANALYSING THE  
INVISIBLE FACTORS  
FOR VISIBLE RESULTS**

**BUSINESS & MARKETING CONSULTANCY FOR  
FMCG / OTC / CONSUMER GOODS ORGANIZATIONS**

**3 DIMENSIONAL SPECIALISED MARKETING APPROACH FOR LED LIGHTING ECOSYSTEM**

**INDIA'S EVER FIRST SPECIALISED CONSULTANCY  
ONLY FOR FUTURE LED BUSINESS**

# THE CONSULTANTS



OUR KEY MICRO STRATEGIC OFFERINGS FOR YOUR LED DOMAIN

SPECIALISED 3 D MARKETING STRATGEY TO WIN LED COMPETITION

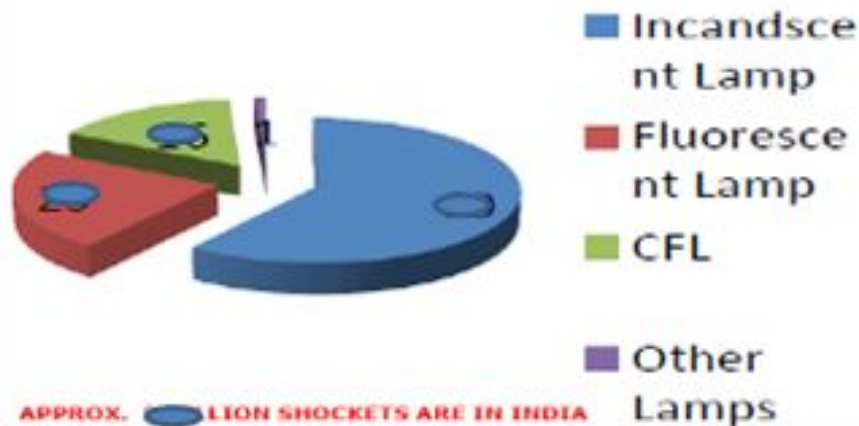
ANALYSING THE INVISIBLE FACTORS FOR VISIBLE RESULTS  
**MICRO STRATEGIC BUSINESS CONSULTANCY**

**LED FUTURE CHANNEL MIX**



**A CRITICAL MUTLIVERTICAL CHANNEL REQUIRED**

**DOMESTIC SHOCKET % SHARE**



APPROX. 1 BILLION SHOCKETS ARE IN INDIA

Approx 1 billion retails shops for consumer lightning.

Additional 1 billion fmcg shops will be potential POS IN FUTURE.

Philips caters 1 billion shops. Havel 100 lakhs ,Bajaj 100 lakhs & Surya 100 lakhs shops.

Havells has 100 dealers 200 exclusive showrooms in india.

Bajaj has 19 branch offices spread in different parts of the country with a chain of about 100 distributors, 1000 authorized dealers, over 10000 lightning retail outlets and over 282 Customer Care centers.

Surya Roshini has built up a strong sales network of 30 branch offices, over 1000 dealers and more than 100000 retailers.

EVEREADY - 100 DISTRIBUTORS, 100 MILLION + OUTLET AVAILABILITY, 100000 + OUTLET DIRECT COVERAGE, 10000 VAN FOR RURAL MARKET

Nippo- 35 distributors/CFA, over 100 stockists, 100 vans and 1000 autos covering over 100000 (100,000) retail outlets

# Lighting Industry in India (Value in Rs. Crores calculated at wholesale prices )

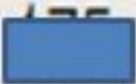














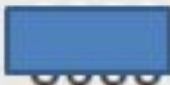
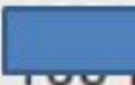
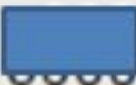
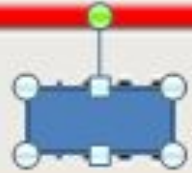






ACTUAL DATA WILL BE SHARED DURING PERSONAL MEETINGS

## END OF TRADITIONAL BULBS BY 2020

Category	Value 2010 Rs. Crores	Value 2011 Rs. Crores	Value 2012 Rs. Crores	Value 2013 Rs. Crores	Value 2014 Rs. Crores	Value 2015 Rs. Crores	Value 2019-20 Rs. Crores	AVERAGE Gr %
Lamps category including GLS, FTL, CFL and other lamps	3500	4000	4545	51	52	54		--
Luminaires including High Mast	3500	4300	4053	5507	6325.64	7447		10
Accessories, Components and Control Gears	550	850	1004	1074	1145.07	1336		10
Total (Excluding LED Lighting)	550	5700	1009	6779	1000.48	50		10
LEDs	50	50	50	55	55	50	50	10
TOTAL LIGHTING INDUSTRY VALUE	8000	10000	1019	1004	1009.6	59		5



# LED BOOM (RS CR)

YEAR	RETROFIT LAMPS	DOWN LIGHTS	STREET LIGHTS	LUMINAIRES	TOTAL
2013					
2014					
2015					
<b>2016</b>					
TOTAL					

"YOY" MAY TOUCH ANY HEIGHT DURING PEAK DEMAND TIME

LED BOOM IN BEST POSSIBLE WAY

THINK FOR 2020

ANY TIME INDUSTRY DEMAND MAY BLAST & CHANGE IT'S POTENTIALS

# CURRENT & 3 YEARS BEFORE PROJECTION PLAN : HUGE CHANGE



# LED BUSINESS MODELING -INDIAN MARKET



NOT MERELY LED BULB BUT HOUSEHOLDS OWN PERSONAL "SUN"

# MIND BLOWING FACTS ABOUT FUTURE POTENTIAL

## PHASE OUT PLAN BY 2020

Almost  crore incandescent bulbs &  million CFL are produced in the INDIA ready to be replaced by LED

There are total  million street light in India  
Street Lights with Fluorescent Lamps -  00,000  
- Street Lights with HID, Gas Discharge - ,000  
Total =  million =  cr.

million sockets will enjoy LED bulb in future.

Almost  crore incandescent bulbs &  million CFL were produced in the country

Government initiated that all approx  million, street lights will be replaced with LED Street Lights.  
Govt. has initiated to ban 100W Incandescent Lamp in India. This will save 40% of use of electricity per socket in domestic sector.

LED WILL penetrate % domestic sockets by 2016

On average one household would use  s. There are Approx  house holds in INDIA -census 2011

REPLACEMENT WILL BE INFORCED BY GOVT & GLOBAL BODIES TO REDUCE CABON FOOTPRINT

**IT'S A TREASURE HUNT ! MOST SMART WILL BE HONOURD**

REMEMBER ! EVEN THE NEW & SMALLEST PLAYER MAY WIN IF PLAYED WELL

# EMERGING FUTURE LED ECOSYSTEM DOES YOUR BRAND IS READY?

INTO  
WAR  
LIKE  
EVEREADY.

Year 2015 !  
DECIDING  
YEAR !

HAVING  
2-7  
MILLIO

## OTHER SHOP FORCES

CHANNEL REACH & INFLUENCE  
CONSUMER BEHAVIOUR  
SHIFTING CONSUMERS  
GOVT. POLICIES

REACH

MAJOR  
THREAT

TO  
EXISTING

TRADITIONAL

PLAYER

&

FMCG PLAYERS

LIKE EVEREADY, NIPPO

BARRI

BE WITH US FOR STRATEGIC MANAGEMENT

MULTIDIMENSIONAL INVISIBLE COMPETITION ANALYSIS

### TRADITIONAL PLAYERS

LIKE PHILIPS, OSRAM

TECHNOLOGICAL MONOPOLY  
STRONG HOLD ON MARKET  
R&D / TECHNICAL INNOVATION  
STRONG MEDIA COMMUNICATION  
CONSUMER INFLUENCING CAPACITY  
BETTER AFTER SALES SERVICES  
EXPERIENCED PROFESSIONALS  
MANUFACTURING USP



HUGE NO OF SUCH SMALL PLAYERS  
EASY OPERATION PROCEDURE  
LOWER OPERATIONAL COST  
STRONG NICHE COVERAGE  
MUSHROOM GROWTH  
LOWER PRICES

### NEW ENTRANTS

DOES YOUR BRAND IS READY TO FACE IT



BE WITH US FOR STRATEGIC MANAGEMENT

# TOPOGEOGRAPHICAL MARKET INFO ABOUT INDIA

POPULATION	HOUSE HOLDS CR.	STATES	DISTRICTS	TEHSILS	TOWN	VILLAGES	LIGHTNING SHOPS	ENERGY SAVING TARGET BY 2020	FMCG SHOPS	2020 PER CAPITA LED CONSUMPTION	CURRENT PER CAPITA LED	PROJ.ELEC TRIFICATION N 2020	LED MARKET 2020	TTL AVL SHOCKET
120 CR	24	29	676	5767	7933	638000	2 MILLIONS	30-40%	9 MILLIONS	17 RS	25 RS	100% + 10% R	100+ CR RS	2 MILLION

## 5 YEARS BUSINESS PROJECTIONS (PROTOTYPE)

YEAR	PROJECTED SALES CR RS	% MARKET SHARE TARGET	MANPOWER	DISTRICT COVERS	DISTRIBUTORS	RETAIL SHOPS COVERED LAKHS	RETAIL PLACEMENT LAKHS SHOPS	% RETAIL PLACEMENT ON SHOPS VS UNIVERSE	PER SHOP /MONTH SALES IN PCS ON CURRENT VALUE WITH 300 RS AVG CURRENT PRICE	PER SHOP /MONTH	AVG SALES DIST.	AVG SALES SALES	MANPOWER COST PER ANNUM CR RS	PROMOTIONAL COST (ATL /BTL) CR RS /ANNUM HIGHER END
YEAR 1	100	2.4%	100	100	100	100	100	100	100	100	100	100	100	100
YEAR 2	150	3.2%	150	150	150	150	150	150	150	150	150	150	150	150
YEAR 3	200	4.0%	200	200	200	200	200	200	200	200	200	200	200	200
YEAR 4	250	4.8%	250	250	250	250	250	250	250	250	250	250	250	250
YEAR 5	300	5.6%	300	300	300	300	300	300	300	300	300	300	300	300



IN STANDARD CONDITIONS WITH CONTINUOUS IN TIME SUPPORT

SOME OF OTHER CRITICAL MICRO DATA RELATED WITH INDUSTRY / TOPIC IS AVL

DEVIATIONS : IF GOVERNMENT PROVIDES FULL SUPPORTS- ALL THE FIG WILL BE 4 TIMES AS PER LATEST REPORT ( SUPPORTS LIKE MAKE IN INDIA, AND OTHER DUTIES)

SR NO	STATE	Population	TTL NO OF POTENTIAL LIGHTNING SHOPS ONLY CONVENTIONAL	TTL NO OF LIGHTNING SHOPS UNIVERSE CONVENTIONAL + NON CONVENTIONALS	CATOGREY WISE SHOPS LIGHTNING CONVENTIONAL + NON CONVENTIONAL ALL (AC NEILSEN INDEX)				NO OF POSSIBLE DISTRIBUTOR IN IDEAL CONDITIONS	AVG CURRENT LED BUSINESS RS IN AREA / ANNUM
					A	B	C	D		
		Census 2011								
1	DELHI	16753235	1							
2	HARYANA	25353081	2							
3	CHANDIGARH	1054686	8							
4	PUNJAB	27704236	2							
5	J&K	12549650	1							
6	HP	6856509	5							
7	UP	199691338	1							
8	UTTARAKHAND	10114142	8							
9	RAJSTHAN	68621012	5							
10	Andhra Pradesh	84580777	7							
11	Arunachal Pradesh	1384000	1							
12	Assam	31205576	2							
13	Bihar	104099452	8							
14	Chhattisgarh	25545198	2							
15	Goa	1459000	1							
16	Gujarat	60439692	5							
17	Jharkhand	32988134	2							
18	Karnataka	61100000	5							
19	Kerala	33100000	2							
20	Madhya Pradesh	72626809	6							
21	Maharashtra	112374333	9							
22	Manipur	2570390	2							
23	Meghalaya	2964007	2							
24	Mizoram	1097000	9							
25	Nagaland	1980602	1							
26	Odisha	41974218	3							
27	Sikkim	611000	5							
28	Tamil Nadu	72100000	6							
29	West Bengal	91300000	7							
	INDIA	1204198077								

**PAN INDIA "LAUNCH & LEAD" MICRO STRATEGIC CONSULTANCY TO WIN LED MARKET GAME**

ACTUAL DATA WILL BE SHARED DURING PERSONAL MEETING WITH INTERESTED CORPORATES FOR LED LIGHTING BUSINESS STRATEGIC CONSULTANCY

**SPECIALISED 3 - DIMENTIONAL MARKETING STRATEGY TO WIN LED COMPETITION**

SR NO	STATE	Population	TTL NO OF POTENTIAL LIGHTNING SHOPS ONLY CONVENTIONAL	TTL NO OF LIGHTNING SHOPS UNIVERSE CONVENTIONAL + NON CONVENTIONAL S	CATOGREY WISE SHOPS LIGHTNING CONVENTIONAL + NON CONVENTIONAL ALL (AC NIELSEN INDEX)				NO OF POSSIBLE DISTRIBUTOR IN IDEAL CONDITIONS	AVG CURRENT LED BUSINESS S CR RS IN AREA / ANNUM	LED BUSINESS IN 2020 / ANNUM CR RS	INCANDESCENT Bul sales In Cr Pcs approx to be replaced (ON SALES BASIS)	STATE WISE % CONTRIBUTION IN ALL INDIA IN ITS OWN INCANDESCENT Bul sales In Cr Pcs approx to be replaced (A)	LED STATE WISE % CONTRIBUTION IN ALL INDIA (B)	DIFFERENCE % A-B	AVG % DEVIATION DIFFERENCE
					A	B	C	D								
Census 2011							GROUND FACTS - 10 STATES CONTRIBUTES MORE THAN 75% SALES									
1	DELHI	16753235	1399													
2	HARYANA	25353081	2112													
3	CHANDIGARH	1054686	879													
4	PUNJAB	27704236	2308													
5	J&K	12549650	1045													
6	HP	6856509	5714													
7	UP	199691338	1664													
8	UTTARAKHAND	10114142	8428													
9	RAJSTHAN	68621012	5718													
10	Jharkhand Pradesh	84580777	7048													
11	Arunachal Pradesh	1384000	1151													
12	Assam	31205576	2600													
13	Bihar	104099452	8674													
14	Chhattisgarh	25545198	2128													
15	Goa	1459000	1218													
16	Gujarat	60439492	5038													
17	Jharkhand	32988134	2748													
18	Karnataka	61100000	5092													
19	Kerala	33100000	2758													
20	Madhya Pradesh	72626809	6052													
21	Maharashtra	112374333	9364													
22	Manipur	2570390	2142													
23	Meghalaya	2964007	2470													
24	Mizoram	1097000	914													
25	Nagaland	1980602	1650													
26	Odisha	41974218														
27	Sikkim	611000	509													
28	Tamil Nadu	72100000	6008													
29	West Bengal	91300000	7608													
	INDIA	1.204E+09	100													
												78.83	76.97	0.00031478		

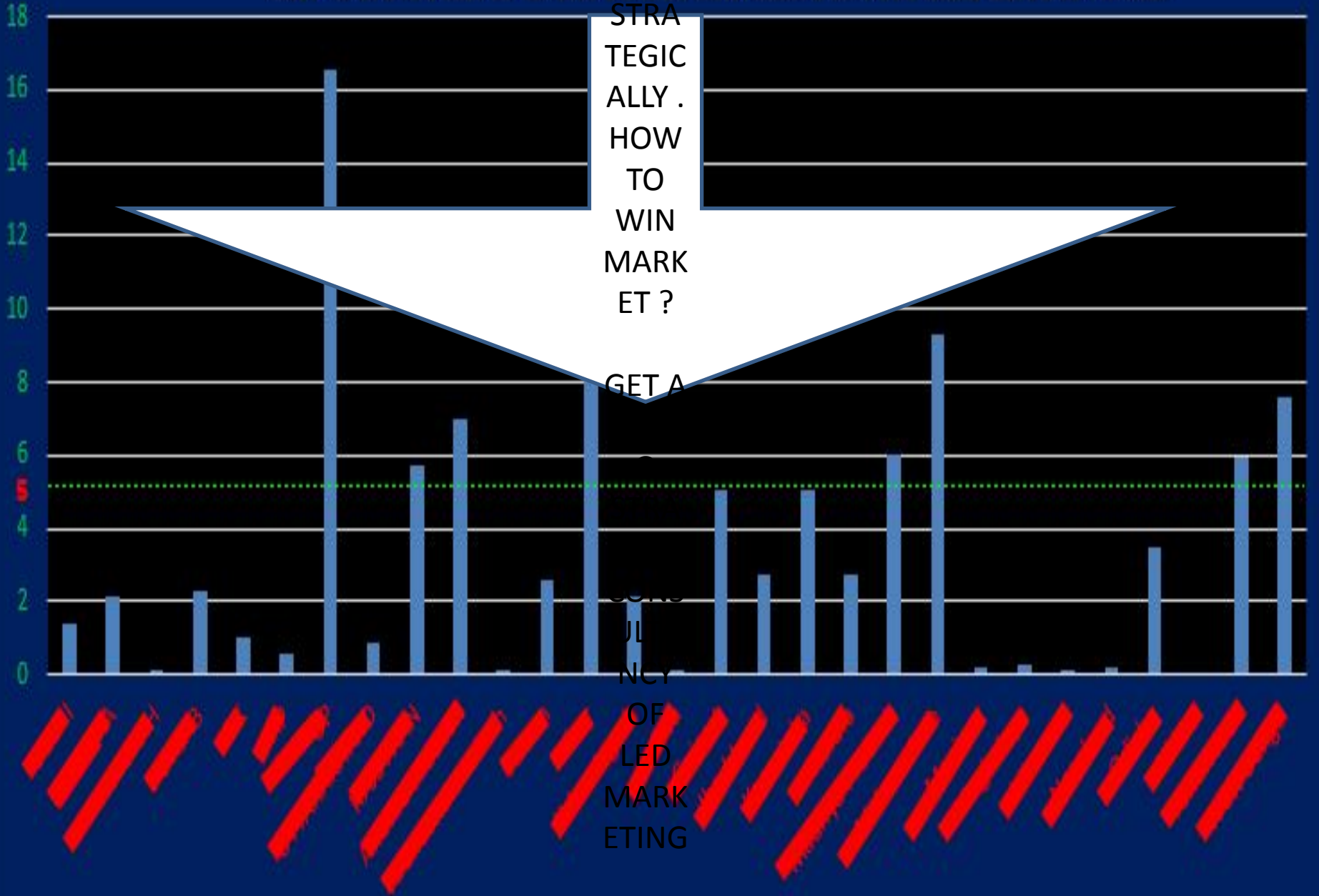
## CONSULTANCY FOR LED MICRO STRATEGIC LAUNCHING, EXPANSION & LEAD



START WARMING UP TODAY TO WIN RACE



ONLY 10 STATES OUT OF 29 STATES WILL CONTRIBUTE 80% LED BULB SALES IN FUTURE



WHICH STATES SHOULD BE LAUNCHED FIRST ??? LED STATE WISE FUTURE % BUSINESS CONTRIBUTIONS

States		ICL Sale (Fig in crores)	Energy Savings Potential (m KWh)	Cost Savings (Fig in Rs. crores)
AP	★	0.80	100.00	100.00
Assam		0.80	100.00	100.00
Bihar	★	0.70	87.50	87.50
Chattisgarh		0.50	62.50	62.50
Delhi		0.10	12.50	12.50
Gujarat		0.50	62.50	62.50
Haryana		0.50	62.50	62.50
HP		0.50	62.50	62.50
J & K		0.50	62.50	62.50
Jharkhand		0.50	62.50	62.50
Karnataka		0.50	62.50	62.50
Kerala		0.10	12.50	12.50
Maharashtra	★	0.20	25.00	25.00
Manipur		0.10	12.50	12.50
Meghalaya		0.10	12.50	12.50
MP		0.50	62.50	62.50
Nagaland		0.10	12.50	12.50
Odisha		0.50	62.50	62.50
Punjab		0.50	62.50	62.50
Rajasthan		0.50	62.50	62.50
TN		0.10	12.50	12.50
Tripura		0.10	12.50	12.50
UP	★	0.20	25.00	25.00
Uttrakhnad		0.10	12.50	12.50
WB		0.20	25.00	25.00
Other states		0.10	12.50	12.50

INCANDESCENT

Total quantity in Crore pieces

**STATE WISE REPLACEMENT POTENTIALS**

# LED PROMOTION CHOICES - HIT CONSUMERS BY HEART

## KEY CONSUMER BEHAVIOUR FACTORS FOR LED PURCHASE

### KEY FACTORS FOR DEVELOPING LED ATL/BTL/SCHEMES PROMOTIONAL PLANS

#### MOST IMPORTANT PROMOTIONAL FACTORS WEITAGE TURNING CONSUMERS TO PURCHASE YOUR LED BRAND

VARIABLES INFLUENCING CONSUMER LED PURCHASE DECISION		Variables	Factor Loadings	FACTOR CATEGORY	% WEITAGE OF FACTOR	% WEITAGE OF OVERALL FACTOR
1	Shop Keeper's recommendation	Promotions	0.881	PROMOTION	100	100
2	Friend's recommendation	Relationship marketing	0.881	PROMOTION	100	100
3	Low price	Product	0.881	PROMOTION	100	100
4	Affordability	Free offers/ sales	0.881	PROMOTION	100	100
5	Long lasting	Brand	0.881	PROMOTION	100	100
6	More features offering more benefits	Shelf display	0.881	PROMOTION	100	100
7	Need based	TOTAL PROMOTION FACTORS	100		100	100
8	Brand awareness	Brand awareness	0.881	LIFESTYLE	100	100
9	Relationship marketing	Packaging	0.881	LIFESTYLE	100	100
10	Promotions	Dignity	0.881	LIFESTYLE	100	100
11	Dignity	Brand visibility	0.881	LIFESTYLE	100	100
12	Availability	Lifestyle	0.881	LIFESTYLE	100	100
13	Packaging	TOTAL LIFESTYLE FACTORS	100		100	100
14	Product education & demonstrations	Friend's recommendation	0.881	TRUST	100	100
15	Brand endorsements	Brand loyalty	0.881	TRUST	100	100
16	Quality	Government promotions	0.881	TRUST	100	100
17	Government promotions	Shop keeper's recommendation	0.881	TRUST	100	100
18	Lifestyle	Availability	0.881	TRUST	100	100
19	Brand loyalty	TOTAL TRUST FACTORS	100		100	100
20	Size	Intended	0.881	VALUE	100	100
21	Shelf display	Affordability	0.881	VALUE	100	100
22	Intended benefits	Need based	0.881	VALUE	100	100
23	Free offers/ sales promotions	Low price	0.881	VALUE	100	100
24	Brand visibility	TOTAL VALUE FACTOR	100		100	100
		More features	0.881	PRODUCT	100	100
		Size	0.881	PRODUCT	100	100
		Quality	0.881	PRODUCT	100	100
		Long lasting	0.881	PRODUCT	100	100
		TOTAL	100		100	100
		GRAND TOTAL	100		100	100

ANALYSING THE INVISIBLE FACTORS FOR VISIBLE RESULTS



PRODUCT FACTOR

it's also a guideline for spending ur budget @ per 100 Rs.

GUES & TRIGGER BASES STRATEGIES TO WIN MARKET

\*\*\*45 K CR FMCG MARKET /9 MILLION FMCG SHOPS



MULTI CHANNEL / MULTIVERTICAL / MULTI BRAND

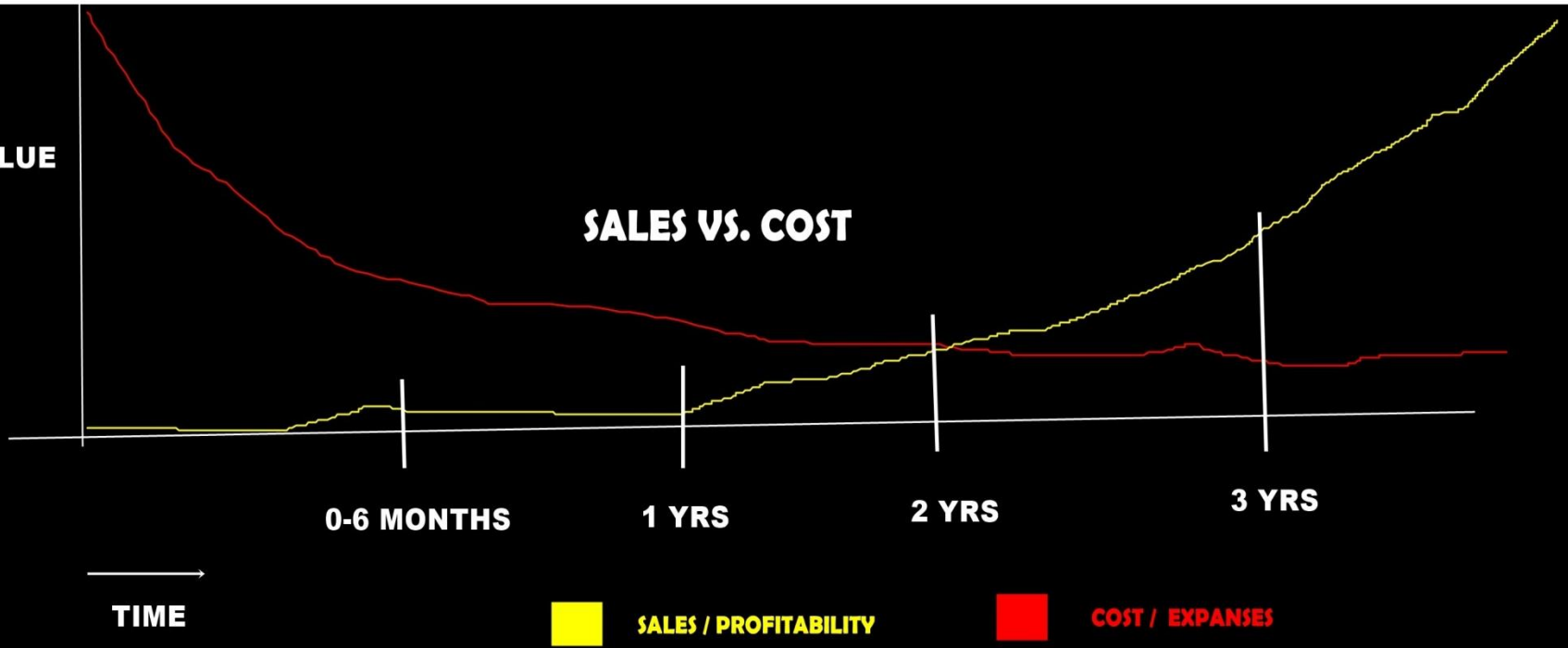
### PHASE OUT PLAN & MARKET SITUATION

POSSIBILITY OF SALES LOAD SHIFT FROM  
CONVENTIONAL LIGHTING CHANNEL  
TO FMCG CHANNEL

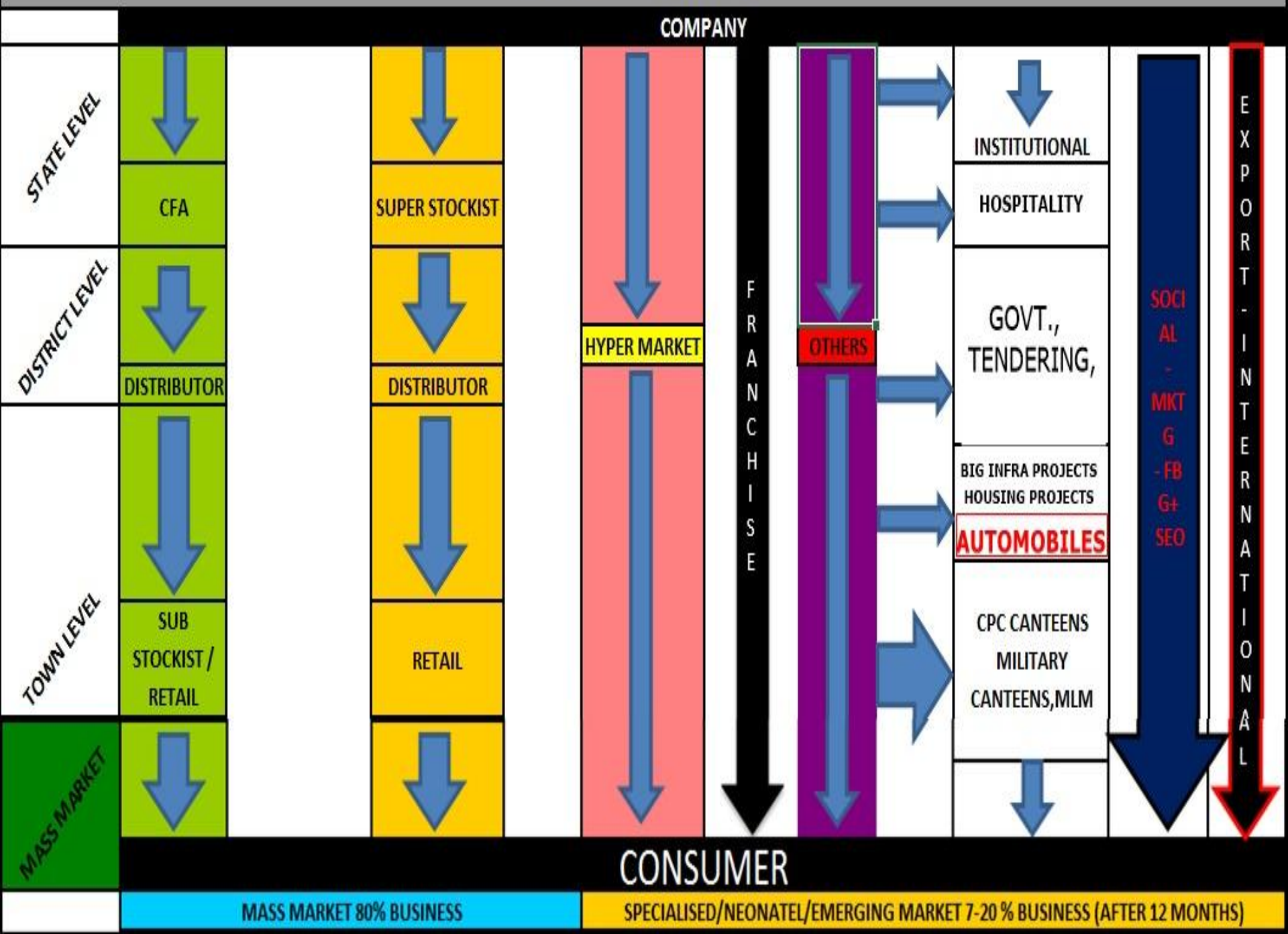
SYMBOLIC GRAPH ONLY

RS VALUE

### SALES VS. COST



CHANNEL ENVIRONMENT TO REACH END USER



# MICRO STRATEGIES TO WIN THE GAME

WHAT ? WHEN ? HOW ?

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**RAPPID** PENETRATION  
MULTI CLASS CONSUMER PENETRATION

12 YEARS  
MAJOR METROS , CITIES  
TOWN & RURAL MARKET  
DISTRIBUTOR DEALER APPT  
MULTIVERTICAL CHANNEL DEV  
DIRECTIVE BTL ASSIGNED WITH ATL



**RAPPID** PENETRATION  
MULTI CLASS CONSUMER PENETRATION

63 YEARS  
INNOVATOR  
FAST TRACK 3 TIER MARKET  
CONSUMER PENETRATION

**FAST TRACK 3 TIER MARKET  
CONSUMER PENETRATION**



**BEATING THE COMPETITION**  
MULTIFACETED COMPETITION MGT

INNOVATION  
CONSUMER PENETRATION  
FAST TRACK 3 TIER MARKET  
CONSUMER PENETRATION

**STILL THINKING ! IT WILL BE TOO LATE AFTER 2015**

**DOORS MAY BE CLOSED TO NEW ENTRANTS**

**OR OLD BIG ONE MAY BE REPLACED BY NEW ONE**

**LIKE IN CASE OF NOKIA & MICROMAX**

**JUST STEP OUT TODAY**

**AND COVER THE JOURNEY**

**WHAT OTHER CORPORATES DID IN CENTURIES**

**THE CONSULTANTS**

**ANALYSING THE  
INVISIBLE FACTORS**

**FOR VISIBLE RESULTS**

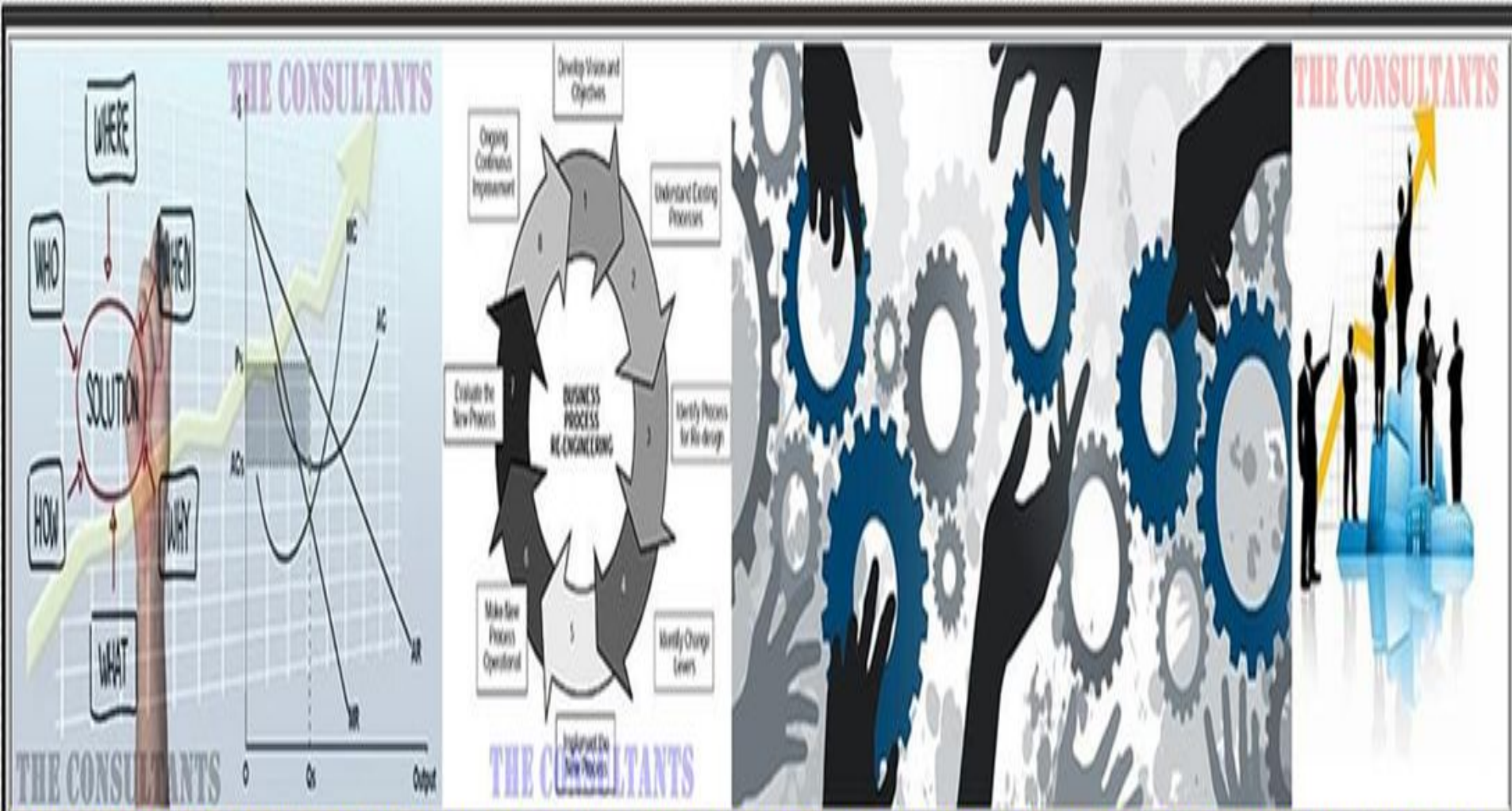
**+91-9507007685**

**CONNECTING DOTS FOR BUSINESS EXCELLENCE**

**INDIA'S EVER FIRST -MICRO SPECIALISED LED LIGHTING DOMAIN  
STRATEGIC BUSINESS CONSULTANCY TO WIN FUTURE MARKET**



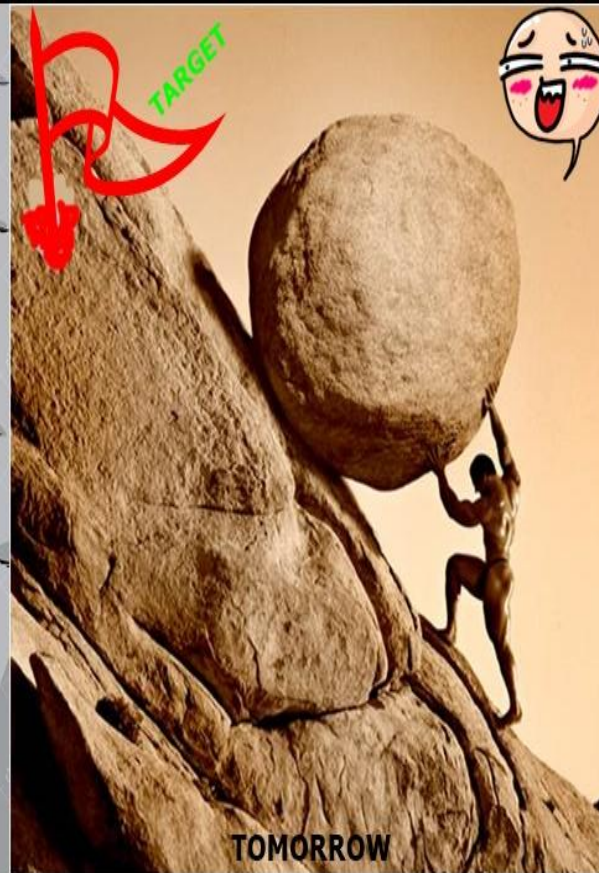
# NOT MERELY JUST TRADITIONAL "ME TOO" LAUNCHING APPROACH WILL BE ENOUGH



**CUT THROAT COMPETITION IS AHEAD ! THINK ABOUT "BLITZKRIEG & OFFENSIVE DEFENCE STRATEGY" WITH US.**

**IDENTIFY MICRO DYNAMICS & THEIR OUTPUT TO WIN MARKET EFFECTIVELY** **THE CONSULTANTS**





**DEVELOPING AN EVER PERFORMING SYSTEM FOR YOUR BUSINESS REQUIREMENTS**

**HUMAN & BUSINESS PROCESS RE-ENGINEERING TO MEET  
DAY TO DAY EVER CHANGING CHALLENGES**

WE ARE

**THE CONSULTANTS**

ANALYSING THE

**INVISIBLES**

THINK ON INVISIBLE SUB MICRO STRATEGIC LEVEL THAT WHY DOES BUSINESS PLANS DON'T YIELD RESULTS OR BIG CORPORATES FAILS LIKE NOKIA, BLACKBERRY etc.

# MICRO STRATEGIC BUSINESS CONSULTANCY

DOES YOUR  
BABY BRANDS



ARE  
STILL CRAWLING ?

LAUNCHING / GROWTH ? MARKET SHARE GROWTH ?  
UNVEGE MAPPING ?  
PERFORMANCE IMPROVEMENT ? GAP ANALYSIS ?  
TRAINING & DEVELOPEMENT ?  
DEFINING USP / NORMS ?  
BUSINESS & CONSUMER DYNAMICS ?  
BUSINESS DYNAMICS ? COMPETITION MANAGEMENT ?  
STRATEGIC PLANNING (MICRO & MACRO) ? BRAND PERFORMANCE ?  
SYSTEM DEVELOPEMENT ? MARKET & ENVIRONMENT MAPPING ?

**THE CONSULTANTS**  
CONNECTING DOTS FOR BUSINESS EXCELLENCE

ANALYSING THE  
INVISIBLE FACTORS  
FOR VISIBLE RESULTS

BUSINESS & MARKETING CONSULTANCY FOR  
FMCG / OTC / CONSUMER GOODS ORGANIZATIONS

PUT THEM ON



**OUT OF BOX GROWTH PATH**  
Micro Strategic Marketing Consultancy

+91-8587067685

contact.theconsultants@gmail.com

THINK WHY ?

WHY DOES YOUR PLANS DON'T YIELD RESULTS ? EVEN YOU  
PUTTED TIME / MONEY & ALL POSSIBLE BEST BRAINS, ACTIVITIES  
& STRATEGIES.

# BIGGEST REASON FOR FAILURE ? MARKETING ILLUSIONS ! MANAGE IT STRATEGICALLY

**\*\*IN PAST DONE BY NOKIA etc.**

This Is Called As 4<sup>th</sup> Generation Competition

**BUSINESS CHALLENGES ARE DIFFERENT BY NATURE & APPEARANCE**  
EVERY SOLUTION LOOKS ATTRACTIVE BUT ONLY ONE IS EFFECTIVE  
*MICRO SPECIALISED SITUATIONAL SOLUTIONS AS PER PROFESSIONAL NEED*

THE CONSULTANTS

ANALYSING THE  
INVISIBLE FACTORS  
FOR VISIBLE RESULTS

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CONNECTING DOTS FOR BUSINESS EXCELLENCE

WE ARE



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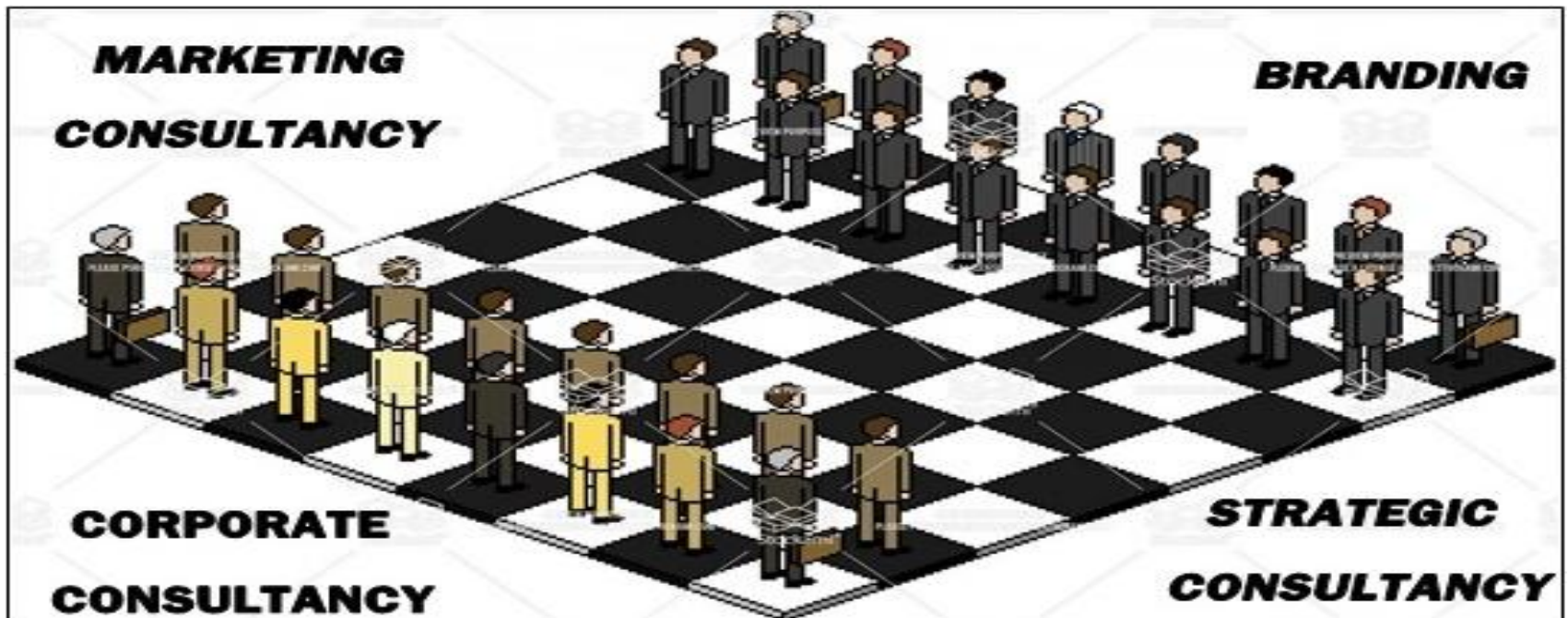
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STRATEGIZE WITH US ! MAKE YOUR EVERY MOVE WINNING STEP

CONTACT FOR INTRODUCTORY STRATEGIC DISCUSSIONS

# “THE CONSULTANTS”



**C-56/G1, CHANDER NAGAR, GHAZIABAD, UP. DELHI NCR, INDIA**

**CLICK BELOW LINKS TO EXPERIENCE US MORE**

**OUR WEBSITE : <http://goo.gl/M5WwdW>**

**[contact.theconsultants@gmail.com](mailto:contact.theconsultants@gmail.com)**

**+91-8587067685**

# WHY "THE CONSULTANTS" ? OUR USP OVER OTHERS !

NATURE	MACRO & MICRO BOTH	BIRD'S EYE VIEW WITH SUB MICRO STRATEGIC
OUR ANALYSIS	INVISIBLE FACTORS FOR VISIBLE RESULTS	LIKE WHAT FACTORS MOTIVATES CONSUMER TO PURCHASE, WHICH ACTIVITIES DIRECTS CONSUMER TO ABONDON THEIR CURRENT BRAND
OUR STANDARDS	INTERNATIONALS LEVEL	BASED ON DIFFERENT MARKETING INDEXES
EXPERTISE LEVEL	ADVANCE	LATEST APPROACHES OF RELATED FILED
APPROACH	ENTREPRENEURAL	LOOKING THE OPPURTUNITY AVAILABLE IN MARKET RATHER THAN JUST TARGETS
METHODOLOGY	NUT & BOLT, SCIENTIFIC & SYSTEM ORIENTED	EVERY APPROACH /ACTIVITY IS BACKED WITHSCEINTIFIC RESEARCH / BASED ON CONCEPT & TESTED IN PAST
SOLUTIONS	PINPOINTED	SOLUTIONS FOR CAUSITIVE AGENT RATHER THA SYMPTOMS
FOCUS	TO DEVELOP & IMPLIMENT SYSTEM RATHER THAN ACTIVITIES	SYSTEM WILL PERFORM CONTINEOUSLY IN FUTURE, ACTIVITIES ARE SPONTENIOUS & SHORT TERM RESULT PRODUCING
AREA	CONCEPTUALIZING TO OUTPUT	EXPERTISE IN CONCEPTUALIZING TO RESULT DELIVERY
LATERAL SUPPORTS	PROVIDING SECONDARY SUPPORTS	LIKE CO-ORDINATION, RECRUITMENT ASST., INTERVIEWS ETC
OUR ACTIONS	CONCENTRIC & DIRECTIONAL	WE FOCOUS ON CAUSITIVE AGENTS & ACTS FOR RESULTS

LIMITATIONS APPLICABLE

**THE CONSULTANTS**

**ANALYSING INVISIBLE FACTORS FOR VISIBLE RESULTS**

# THE CONSULTANTS

# STRATEGIC TALENT POOL

**A KUMAR**

MBA + LSS – STRATEGIC MARKETING -MORE STEAM UNIVERSITY –USA

DOMAIN EXPERTISE: FMCG / CONSUMER GOODS MICRO STRATEGIC MARKETING / SALES/ CONSUMER BEHAVIOUR & MICRO STRATEGIC COMPETITION MANAGEMENT.

15 + Years Sr. Level Work Experience with Leading Fortune 500 MNC – i.e. Dabur , Xerox, Sony India, HLL etc. etc.

**Mrs. S. SHUKLA**

M.Tech. Food Technology, Ph.D. –IIT Delhi Per.

DOMAIN EXPERTISE: FOOD TECHNOLOGY & ISO CERTIFICATION:

15 + YEARS INDUSTRY EXPERIENCE / CONSULTANCY TO LEADING MNC i.e. Cocks,ITC Hotels,HCL etc.

**Dr. PN PANDEY**

B.E. IIT BHU,ME IIT BHU,P.hd.- Ex. DIRECTOR C-DAC

DOMAIN EXPERTISE: HR & TECHNICAL: MORE THAN 35 YRS HANDSON EXPERIENCE IN CORPORATE HR & CONSULTANCY TO LEADING MNC i.e. C-DAC etc.

**Mr. N. SHARMA**

PG Diploma In sales

DOMAIN EXPERTISE: FMCG /CONSUMER GOODS SALES /MARKETING.

Ex VP, 35 + Years' experience In Micro Strategic Marketing Sales / Consultancy with Leading FMCG/Consumer Goods Companies i.e. Godrej Soaps ltd -- , Hindustan Ciba Geigy ltd , Tips and toes Cosmetics Ltd etc. etc.

**Mr. SANJEEV VASHIST**

M.Com (South Based)

DOMAIN EXPERTISE: Office Automation / Supplies

Ex National sales Head Xerox / Lexmark + 23 Years' work experience with leading companies i.e. Xerox, Lexmark, HLL, Dabur, Hawkins etc.

**Mr. P.DEWEIDI**

PGDSM

DOMAIN EXPERTISE:FMCG SALES & MARKETING BTL & RURAL MARKET / MARKET ACTIVATION

14 Years + work experience with Leading MNC, Dabur,Ranbaxy,Godrej,Vodafone.

Ex Manager Marketing & Brand promotion – Dalmia Group.

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**ANALYSING THE**

**INVISIBLE FACTORS**

**FOR VISIBLE RESULTS**

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**CONNECTING DOTS FOR BUSINESS EXCELLENCE**

**LAUNCHING / GROWTH**    **MARKET SHARE GROWTH** ?  
**UNIVERSE MAPPING** ?  
**PERFORMANCE IMPROVEMENT** ?  
**DEFINING USP / NORMS**    **GAP ANALYSIS** ?  
**TRAINING & DEVELOPMENT**    **COMPETITION MANAGEMENT**  
**BUSINESS & CONSUMER DYNAMICS**    **BRAND PERFORMANCE**  
**BUSINESS DYNAMICS**  
**STRATEGIC PLANNING (MICRO & MACRO)**    **MARKET & ENVIRONMENT MAPPING**  
**SYSTEM DEVELOPMENT**  
**THE CONSULTANTS**  
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**ANALYSING THE  
INVISIBLE FACTORS  
FOR VISIBLE RESULTS**

**BUSINESS & MARKETING CONSULTANCY FOR  
FMCG / OTC / CONSUMER GOODS ORGANIZATIONS**