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

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

INDIA'S EVER FIRST

OPPURTUNITY & / OR THREAT

OPPURTUNITY ONCE IN CENTURY

TO CHANGE YOUR CORPORATE DESTINY AS

MICROSOFT, APPLE, INFOSYS, AIRTEL, MICROMAX

DID AT THEIR TIME

+91-8587067685

BE FIRST TO WIN MARKET FIRST

LET YOUR BRAND GLOW IN 2 BILLION INDIAN SOCKETS

SPECIALISED MICRO STRATEGIC CONSULTANCY FOR EMERGING LED LIGHTING INDUSTRY

PHASE OUT PLAN BY 2020

WAR IS YET TO BEGIN

STEP OUT TODAY !
TOMORROW WILL BE LATE

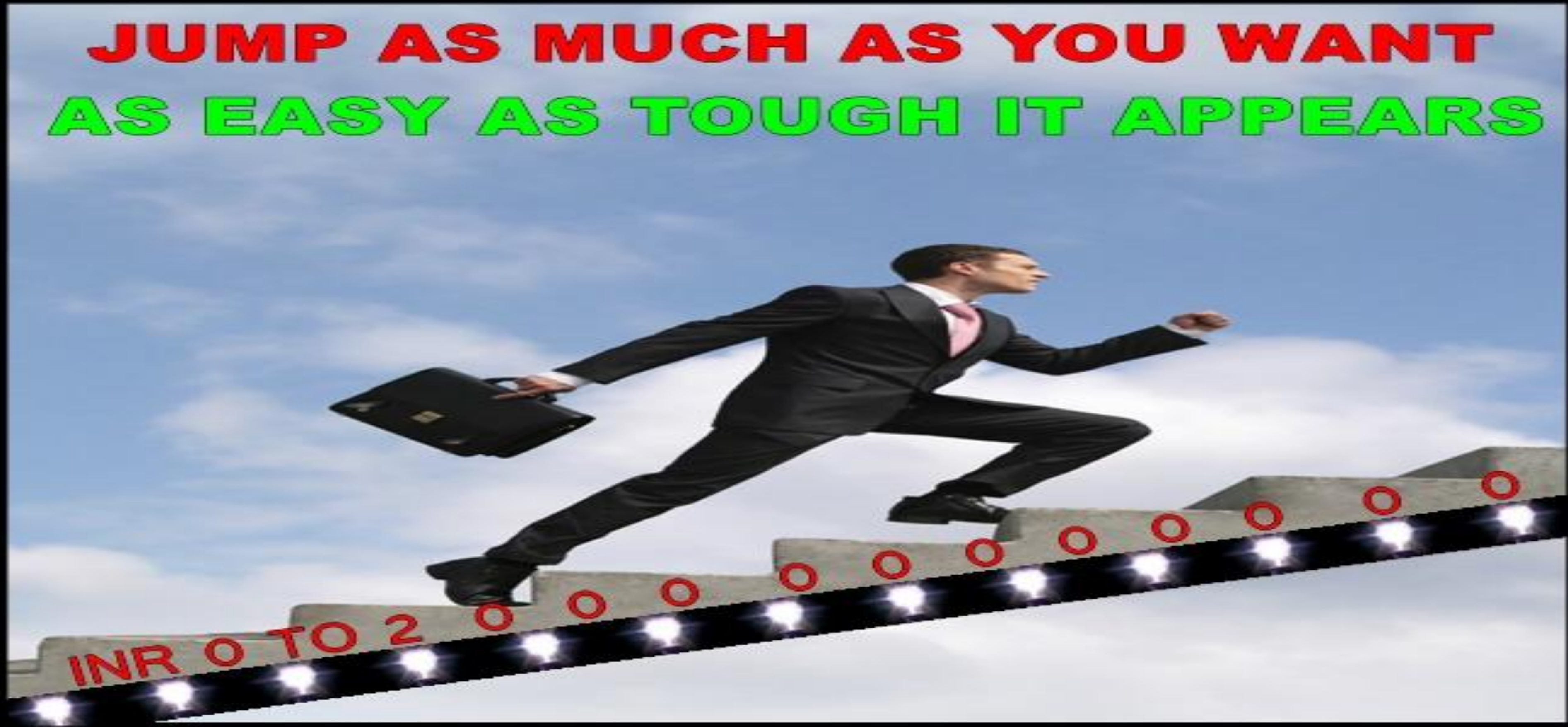
THE CONSULTANTS

ANALYSING INVISIBLE FACTORS FOR VISIBLE RESULTS

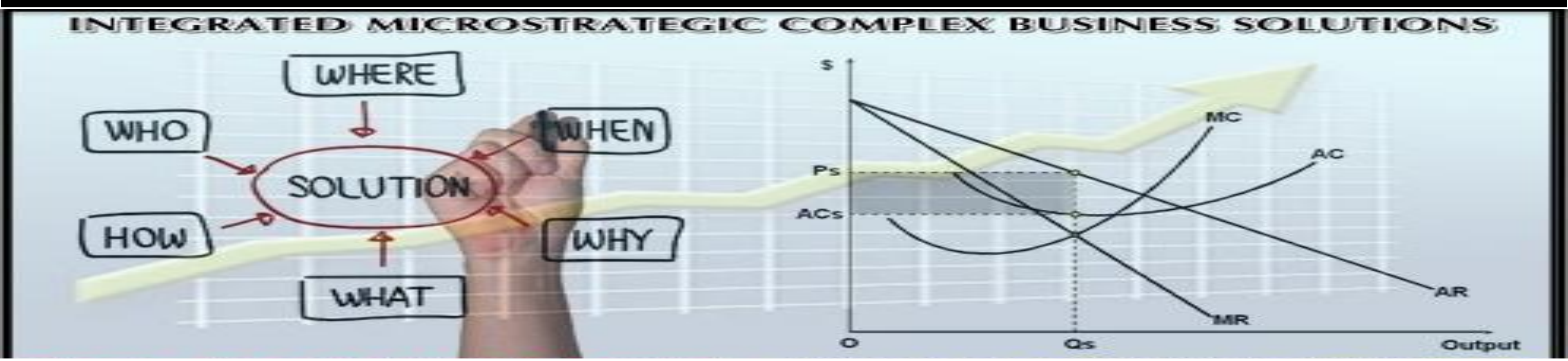
4th GENERATION MICRO STRATEGIC CONSULTANCY

THE CONSULTANTS

WATCH IN FULL SCREEN TO ENJOY ALL SLIDES



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



WE ARE HERE TO BRING YOUR DREAM TRUE

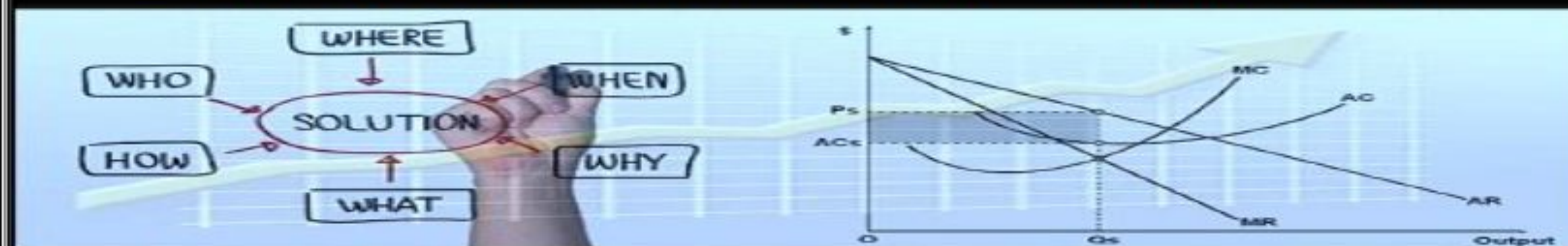
SIMILAR BUSINESS ECOSYSTEM

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

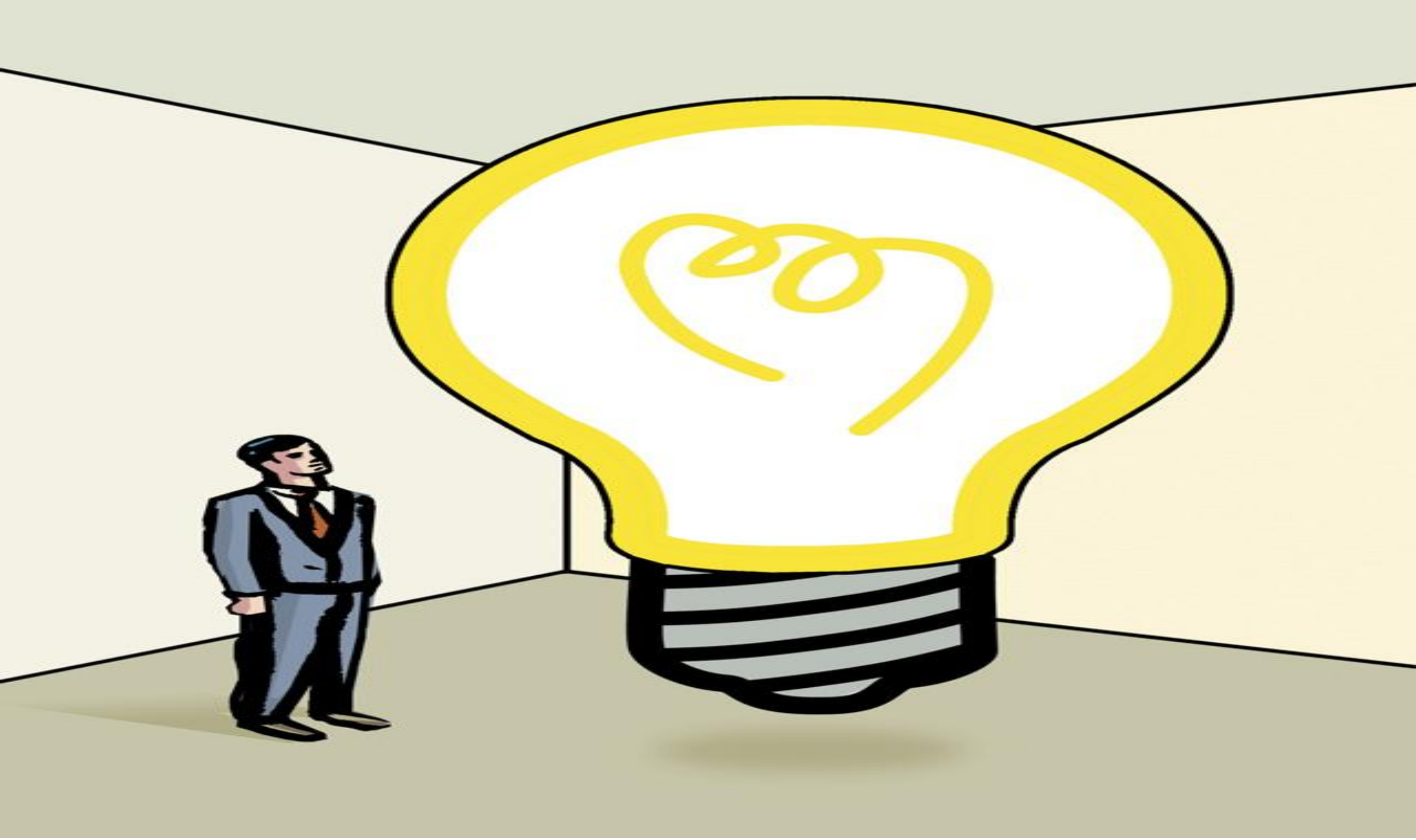


EXPERIENCE CONSULTANCY'S MICRO DIFFERENCES WITH US

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

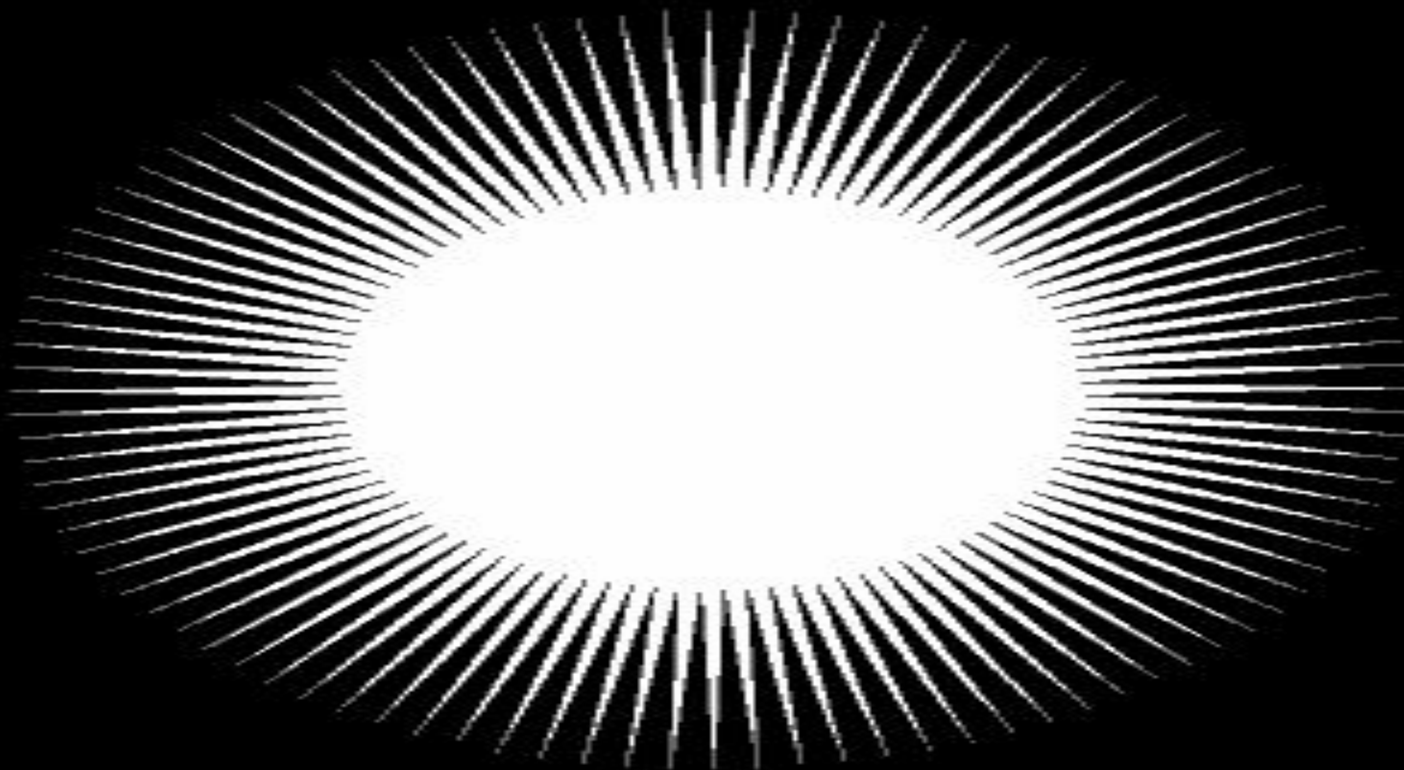
ADVANCE LEVEL BLITZKRIEG EXPERTISE REQUIRED

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

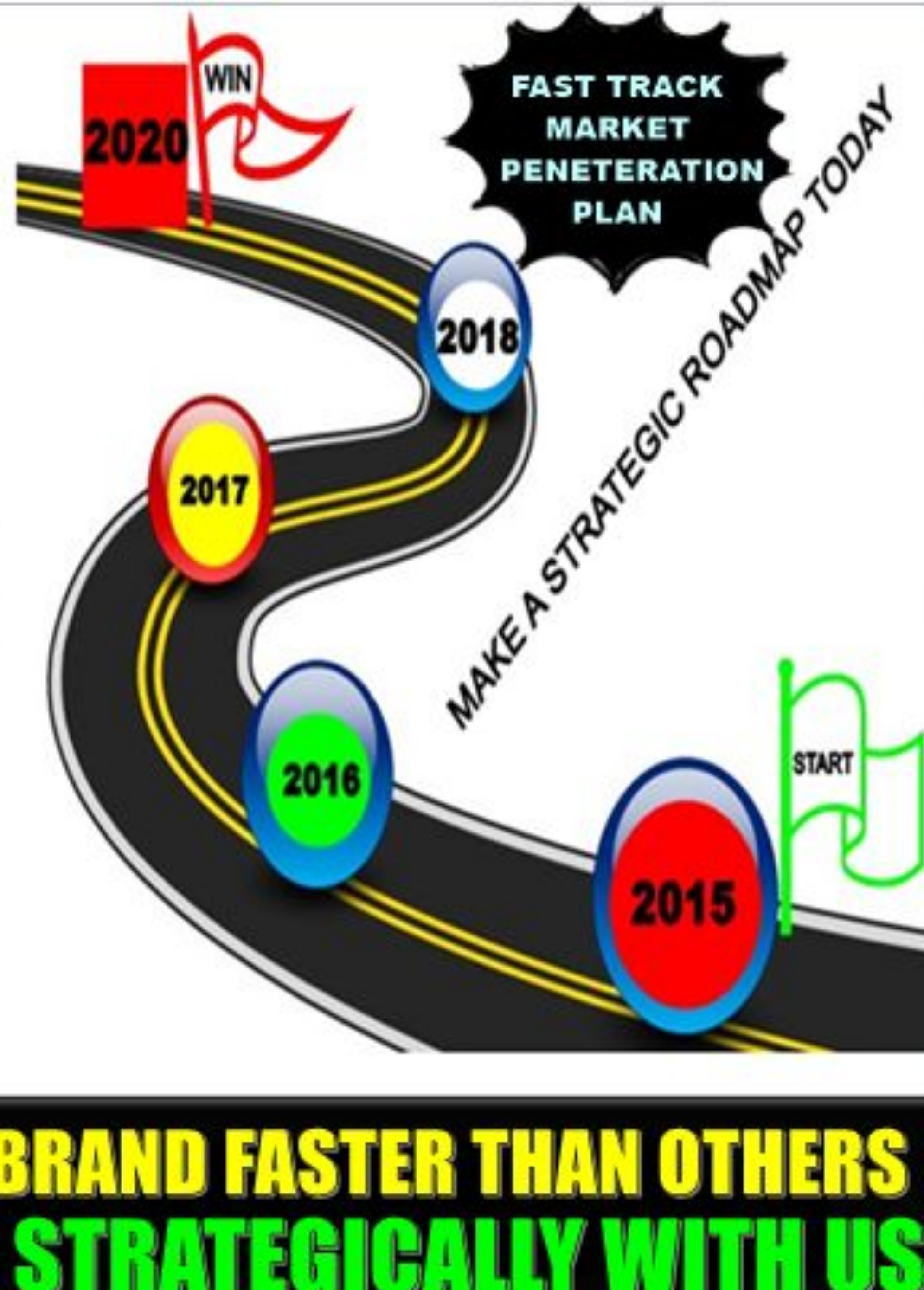
DEMAND OF TIME ! BE SUB MICRO STRATEGIC WITH US



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.

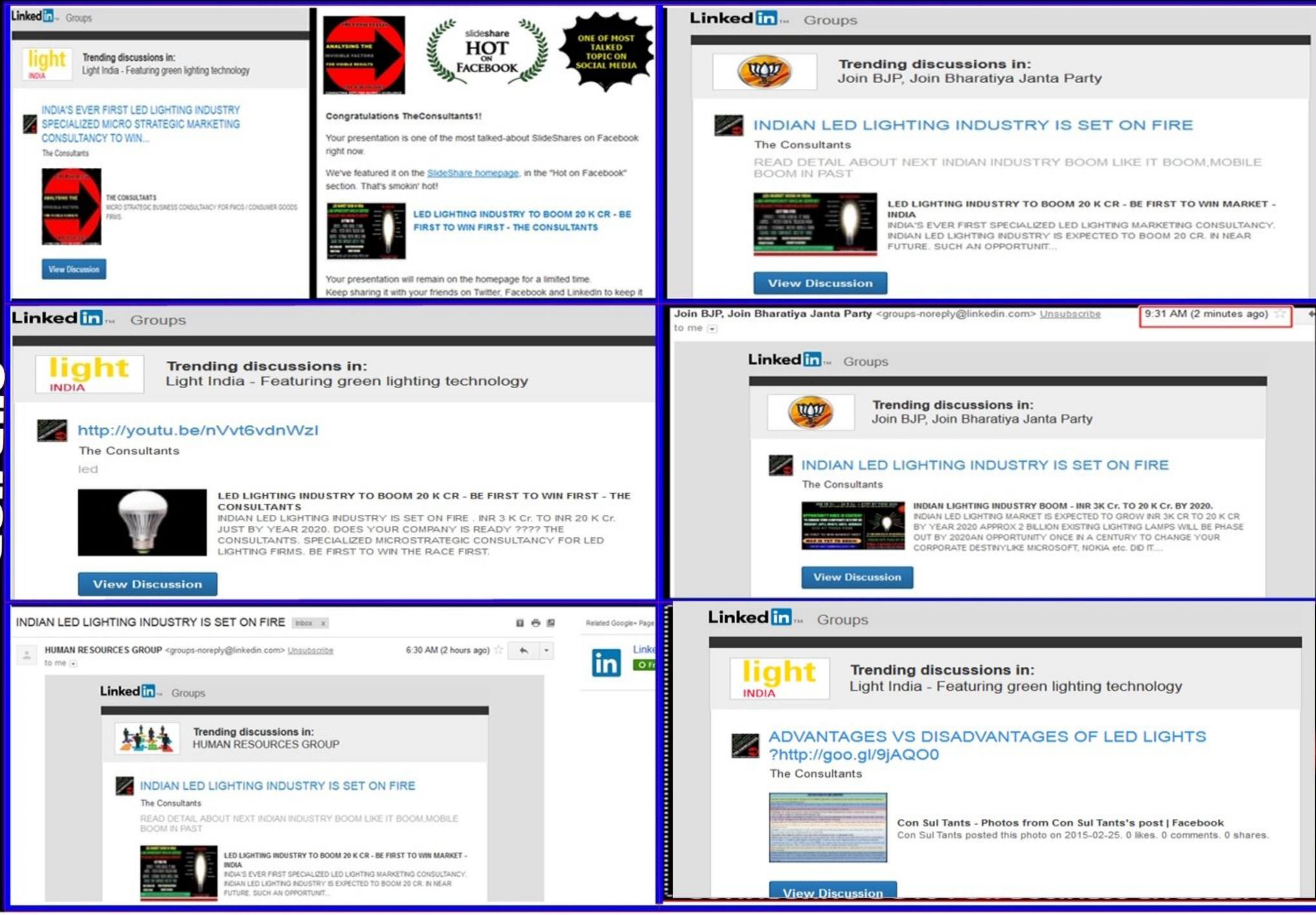


Year 2015 ! DECIDING YEAR !

SPREAD YOUR BRAND FASTER THAN OTHERS

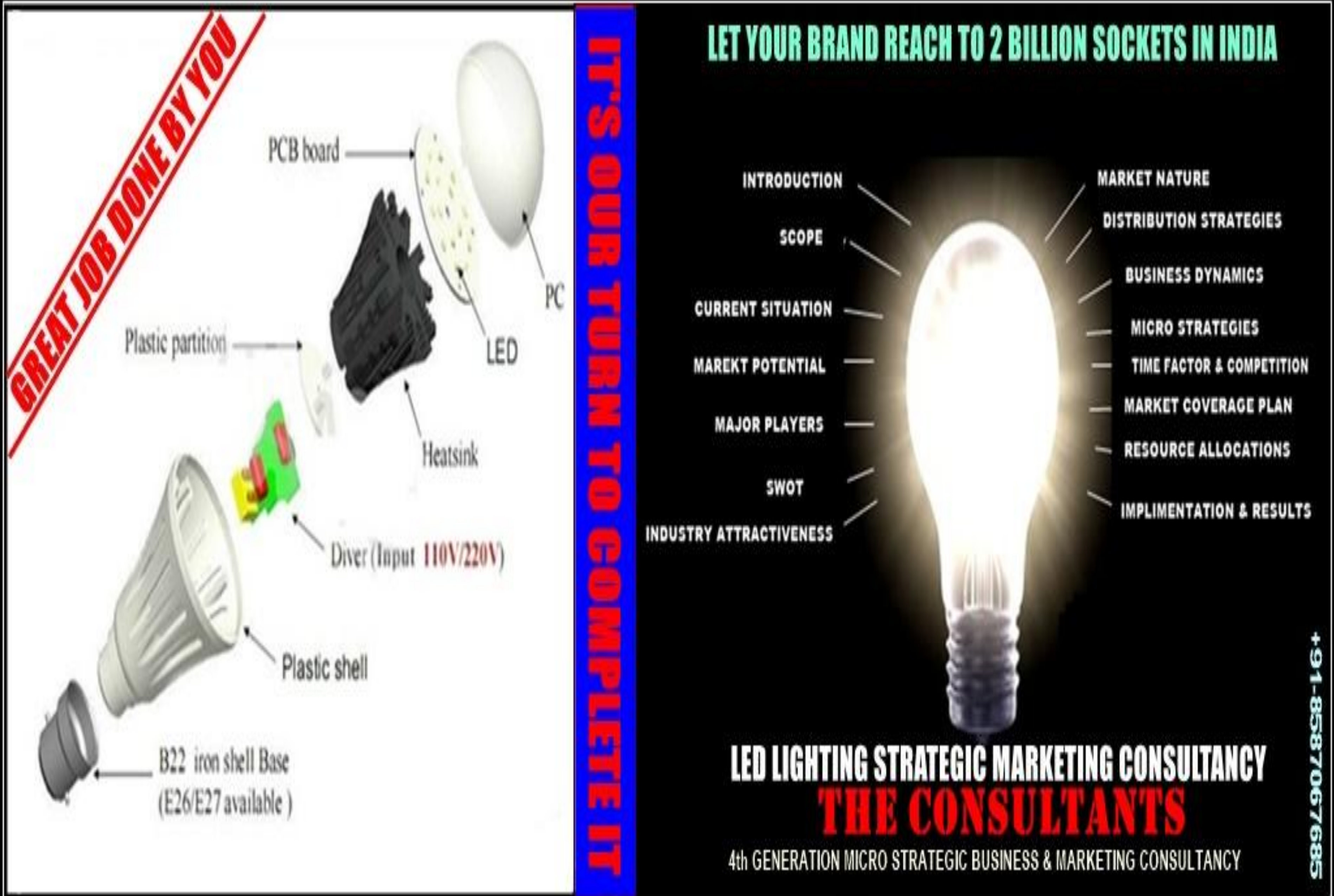
WIN MARKET STRATEGICALLY WITH US

OUR USP



TREND SETTER AMONG INDUSTRY EXPERT

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



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

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

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 SUSTAINABLILITY

YOUR STRATEGIC PARTNER **THE CONSULTANTS**

TIME TO SPREAD UR WINGS

THINK FOR GOLDEN TOMORROW

THE CONSULTANTS

ANALYSING THE INVISIBLE FACTORS FOR VISIBLE RESUTLS

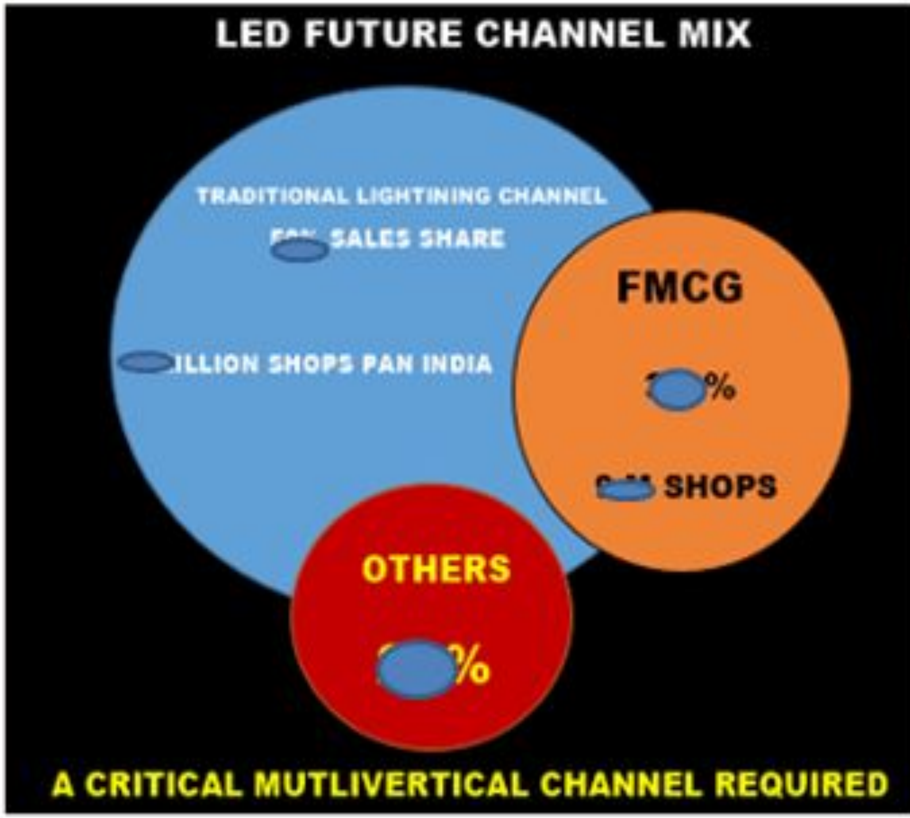
EXPERIENCE THE MICRO LEVEL CONSULTANCY DIFFERENCES WITH US

3 DIMENTIONAL SPECIALISED MARKETING APPROACH FOR LED LIGHTING ECOSYSTEM

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


THE CONSULTANTS
CORPORATE CONSULTANCY
STRATEGIC CONSULTANCY
UNIVERSE MAPPING
COMPETITION MANAGEMENT
BUSINESS MODELING
NEW PRODUCT DEVELOPMENT
ISO
MICRO STRATEGIC BUSINESS CONSULTANCY
MARKETING
BRANDING
MARKET RESEARCH
LAUNCHING
RECRUITMENT
TRAINING & DEVELOPMENT
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

EMERGING FUTURE MULTIDIMENTIONAL POTENTIAL & COMPETITION DENSITY



Approx [redacted]illion retails shops for consumer lightning.

Additional [redacted]illion fmcg shops will be potential POS IN FUTURE.

Philips caters[redacted]illion shops. Havel [redacted]khs ,Bajaj [redacted] lakhs & Surya [redacted] lakhs shops.

Havells has [redacted]0 dealers 2[redacted] exclusive showrooms in india.

Bajaj has 19 branch offices spread in different parts of the country with a chain of about [redacted] distributors,[redacted]0 authorized dealers, over [redacted]00 lightening retail outlets and over 282 Customer Care centers.

Surya Roshini has built up a strong sales network of 30 branch offices, over 1[redacted]0 dealers and more than [redacted]000 retailers.

EVEREADY - [redacted] DISTRIBUTORS,[redacted]MILLION + OUTLET AVAILIBILITY,[redacted]ON + OUTLET DIRECT COVERAGE,[redacted]0 VAN FOR RURAL MARKET

Nippo- 35 distributors/CFA, over [redacted] stockists, [redacted] vans and [redacted] autos covering over [redacted]kh ([redacted],000) retail outlets

THE CONSULTANTS

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	[illegible]	[illegible]	[illegible]	[illegible]1	[illegible]2	[illegible]4		--
Luminaires including High Mast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Accessories, Components and Control Gears	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Total (Excluding LED Lighting)	[illegible]0	[illegible]0	1[illegible]9	[illegible]79	[illegible].48	[illegible]50		[illegible]
LEDs	[illegible]0	[illegible]0	[illegible]0	[illegible]5	[illegible]5	[illegible]0	[illegible]0	[illegible]
TOTAL LIGHTING INDUSTRY VALUE	80[illegible]	1[illegible]	[illegible]19	[illegible]04	[illegible]9.6	[illegible]59		[illegible]

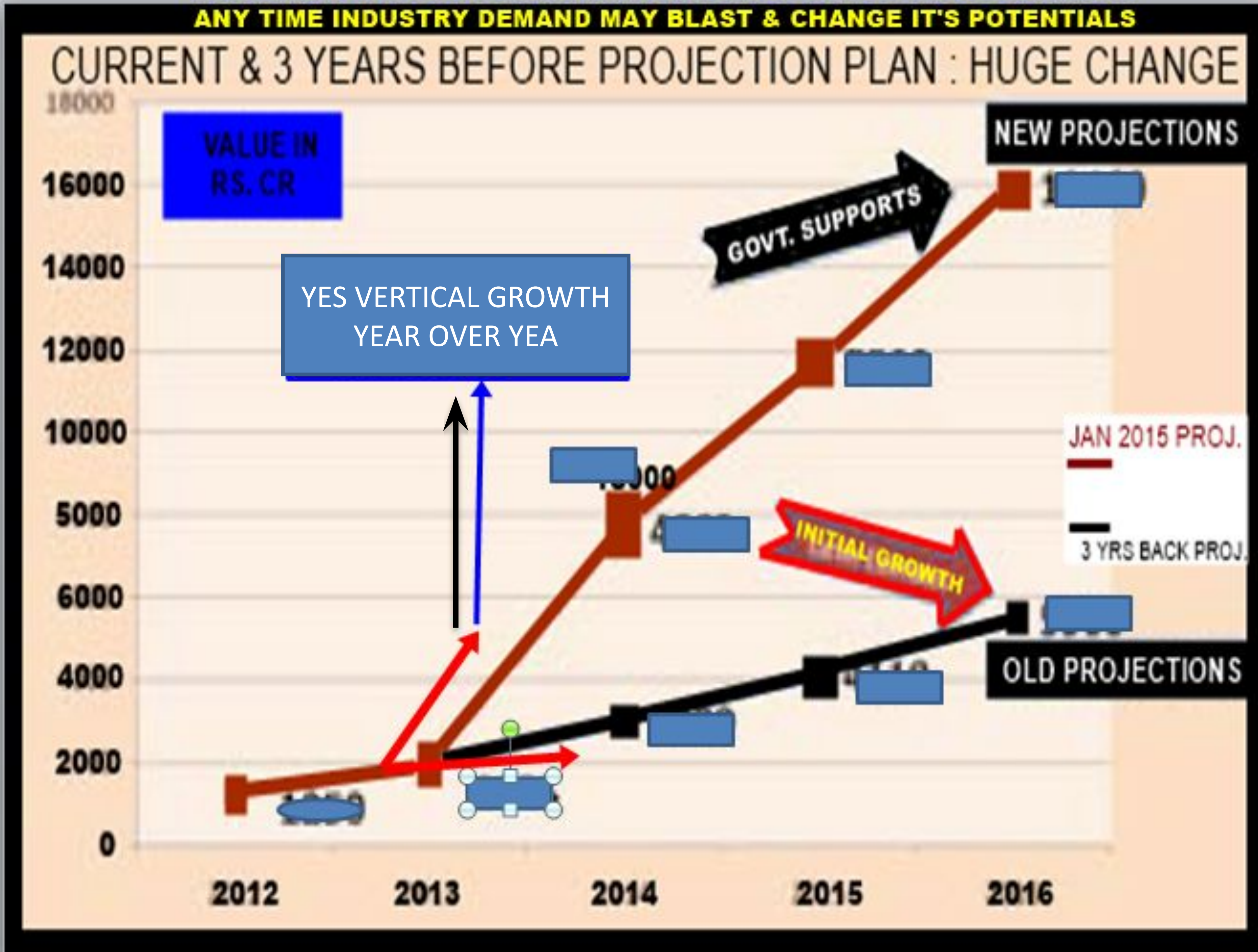
LED BOOM (RS CR)

YEAR	RETROFIT LAMPS	DOWN LIGHTS	STREET LIGHTS	LUMINAIRES	TOTAL
2013	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
2014	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
2015	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
2016	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
TOTAL	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]

"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
VALUE IN RS. CR
NEW PROJECTIONS
GOVT. SUPPORTS
YES VERTICAL GROWTH YEAR OVER YEA
JAN 2015 PROJ.
3 YRS BACK PROJ.
INITIAL GROWTH
OLD PROJECTIONS
18000
16000
14000
12000
10000
5000
6000
4000
2000
0
2012
2013
2014
2015
2016

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

There are total [redacted] million street light in India

Street Lights with Fluorescent Lamps - [redacted]00,000

- Street Lights with HID, Gas Discharge – [redacted],000

Total= [redacted]illion= [redacted] cr.

[redacted]illion sockets will enjoy LED bulb in future.

Almost [redacted] crore incandescent bulbs & [redacted]illion CFL were produced in the country

Government initiated that all approx [redacted]llion, 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 [redacted]% domestic sockets by 2016

On average one household would use[redacted]s. There are Approx[redacted]ouse 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 HONOURED

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

EMERGING FUTURE LED ECOSYSTEM DOES YOUR BRAND IS READY ?

PENETERATION WILL JUMP INTO WAR LIKE EVEREADY.

HAVING 2 -7 MILLION SHOP REACH A MAJOR THREAT TO EXISTING TRADITIONAL PLAYER & BARRIER TO

Year 2015 ! DECIDING YEAR !

BE WITH US FOR STRATEGIC MANAGEMENT

TOPOGEOGRAPHICAL MARKET INFO ABOUT INDIA

POPULATION	HOUSE HOLDS CR.	STATES	DISTRICTS	TEHSILS	TOWN	VILLAGES	LIGHTINING SHOPS	ENERGY SAVING TARGET BY 2020	FMCG SHOPS	2020 PER CAPITA LED CONSUMPTION	CURRENT PER CAPITA LED	PROJ.ELECTRIFICATION 2020	LED MARKET 2020	TTL AVL SHOCKET
120 CR	24	29	676	5767	7933	638000	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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 SA… DIST…	AVG SALES …ALES	MANPOWER COST PER ANNUM CR… DA CR RS	PROMOTIONAL COST (ATL /BTL) CR RS /ANNUM HIGHER END
YEAR 1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
YEAR 2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
YEAR 3	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
YEAR 4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
YEAR 5	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]					[illegible]	[illegible]	[illegible]

HOW MUCH MARKET SHARE YOU ARE PLANNING ?

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

CONSULTANCY FOR LED MICRO STRATEGIC LAUNCHING,EXPANTION & LEAD

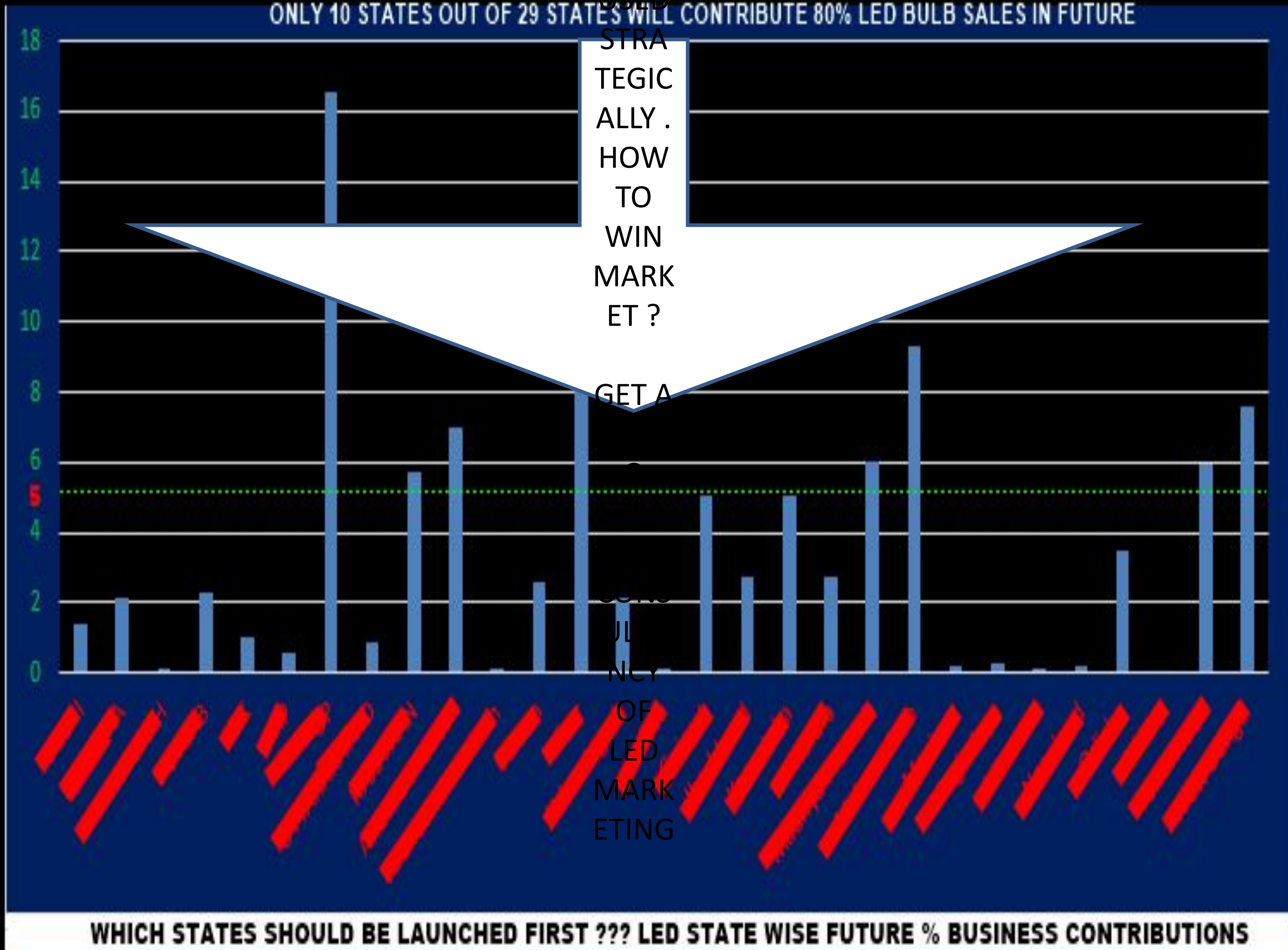
START WARMING UP TODAY TO WIN RACE

SR NO	STATE	Population	TTL NO OF POTENTIAL LIGHTINING SHOPS ONLY CONVENTIONAL	TTL NO OF LIGHTINING SHOPS UNIVERSE CONVENTIONAL + NON CONVENTIONALS	CATOGREY WISE SHOPS LIGHTINING CONVENTIONAL + NON CONVENTIONAL ALL (AC NEILSEN INDEX)				NO OF POSSIBLE DISTRIBUTOR IN IDEAL CONDITIONS	AVG CURRENT LED BUSINESS 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
		Census 2011			A	B	C	D				GROUND FACTS - 10 STATES CONTRIBUTES MORE THAN 75% SALES				
1	DELHI	16753235	1398													
2	HARYANA	25353081	2112													
3	CHANDIGARH	1054686	879													42
4	PUNJAB	27704236	2308													
5	J&K	12549650	1045													
6	HP	6856509	5714													
7	UP	199691338	1664													
8	UTTARAKHAND	10114142	8428													42
9	RAJSTHAN	68621012	5718													
10	Andhra Pradesh	84580777	7048													
11	Arunachal Pradesh	1384000	1153													42
12	Assam	31205576	2600													
13	Bihar	104099452	8674													
14	Chhattisgarh	25545198	2128													
15	Goa	1459000	1216													42
16	Gujarat	60439692	5036													
17	Jharkhand	32988134	2748													
18	Karnataka	61100000	5091													
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													42
25	Nagaland	1980602	1650													42
26	Odisha	41974218														
27	Sikkim	611000	509													
28	Tamil Nadu	72100000	6008													
29	West Bengal	91300000	7608													
	INDIA	1.204E+09	100													
													78.83	[illegible]	[illegible]	

STRATEGICALLY . HOW TO WIN MARKET ?

GET A

OF LED MARKETING



States	ICL Sale (Fig in crores)	Energy Savings Potential (m KWh)	Cost Savings (Fig in Rs. crores)
AP	[illegible] INCANDESCENT	[illegible]	[illegible]
Assam	[illegible]	[illegible]	[illegible]
Bihar	[illegible]	[illegible]	[illegible]
Chattisgarh	[illegible]	[illegible]	[illegible]
Delhi	[illegible]	[illegible]	[illegible]
Gujarat	[illegible]	[illegible]	[illegible]
Haryana	[illegible]	[illegible]	[illegible]
HP	[illegible]	[illegible]	[illegible]
J & K	[illegible]	[illegible]	[illegible]
Jharkhand	[illegible]	[illegible]	[illegible]
Karnataka	[illegible]	[illegible]	[illegible]
Kerala	[illegible]	[illegible]	[illegible]
Maharashtra	[illegible]	[illegible]	[illegible]
Manipur	[illegible]	[illegible]	[illegible]
Meghalaya	[illegible]	[illegible]	[illegible]
MP	[illegible]	[illegible]	[illegible]
Nagaland	[illegible]	[illegible]	[illegible]
Odisha	[illegible]	[illegible]	[illegible]
Punjab	[illegible]	[illegible]	[illegible]
Rajasthan	[illegible]	[illegible]	[illegible]
TN	[illegible]	[illegible]	[illegible]
Tripura	[illegible]	[illegible]	[illegible]
UP	[illegible]	[illegible]	[illegible]
Uttrakhand	[illegible]	[illegible]	[illegible]
WB	[illegible]	[illegible]	[illegible]
Other states	[illegible]	465.01	[illegible]
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

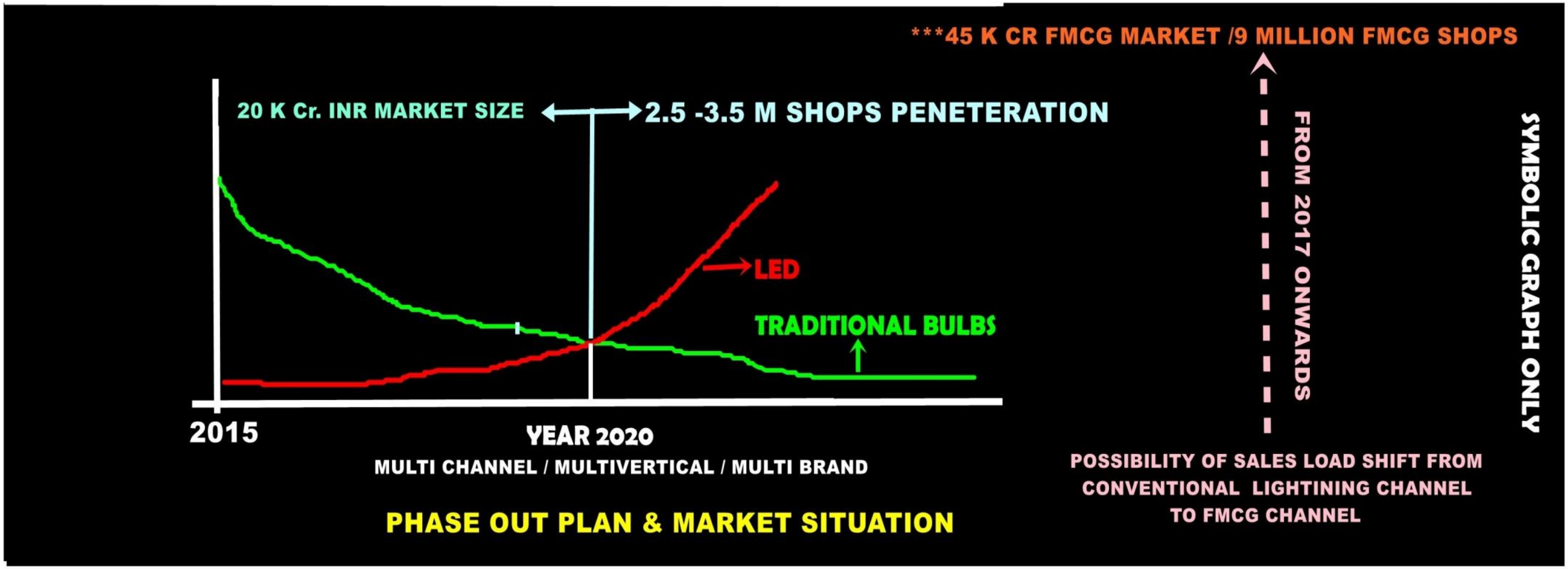
	VARIABLES INFLUENCING CONSUMER LED PURCHASE DECISION
1	Shop Keeper's recommendation
2	Friend's recommendation
3	Low price
4	Affordability
5	Long lasting
6	More features offering more benefits
7	Need based
8	Brand awareness
9	Relationship marketing
10	Promotions
11	Dignity
12	Availability
13	Packaging
14	Product education & demonstrations
15	Brand endorsements
16	Quality
17	Government promotions
18	Lifestyle
19	Brand loyalty
20	Size
21	Shelf display
22	Intended benefits
23	Free offers/ sales promotions
24	Brand visibility

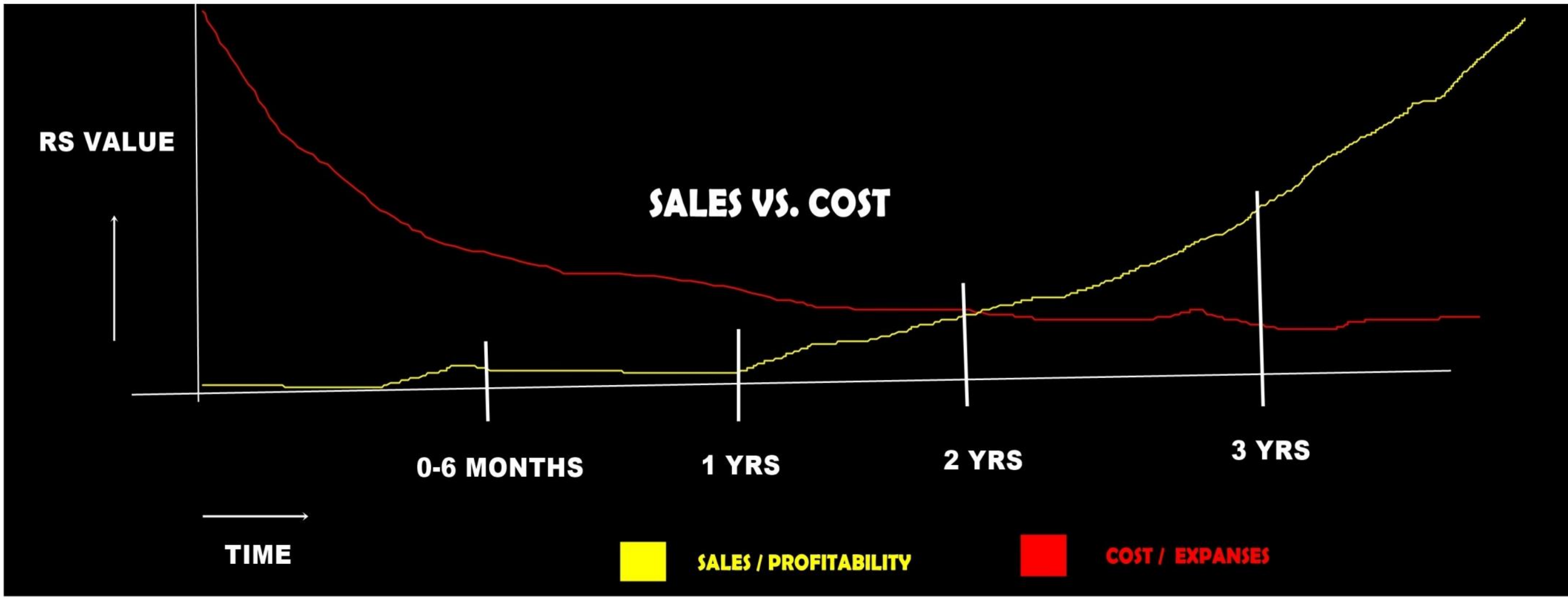
	Variables	Factor Loadings	FACTOR CATOGRY	% WEITAGE OF FACTOR	% WEITAGE OF OVERALL FACTOR
PROMOTION FACTORS	Promotions	[illegible]	PROMOTION	[illegible]	[illegible]
	Relationship marketing	[illegible]	PROMOTION	[illegible]	[illegible]
	Product	[illegible]	PROMOTION	[illegible]	[illegible]
	Free offers/sales	[illegible]	PROMOTION	[illegible]	[illegible]
	Brand	[illegible]	PROMOTION	[illegible]	[illegible]
	Shelf display	[illegible]	PROMOTION	[illegible]	[illegible]
	TOTAL PROMOTION FACTORS	[illegible]		[illegible]	[illegible]
LIFESTYLE FACTORS	Brand awareness	[illegible]	LIFESTYLE	[illegible]	[illegible]
	Packaging	[illegible]	LIFESTYLE	[illegible]	[illegible]
	Dignity	[illegible]	LIFESTYLE	[illegible]	[illegible]
	Brand visibility	[illegible]	LIFESTYLE	[illegible]	[illegible]
	Lifestyle	[illegible]	LIFESTYLE	[illegible]	[illegible]
	TOTAL LIFESTYLE FACTORS	[illegible]		[illegible]	[illegible]
TRUST FACTORS	Friend's recommendation	[illegible]	TRUST	[illegible]	[illegible]
	Brand loyalty	[illegible]	TRUST	[illegible]	[illegible]
	Government promotions	[illegible]	TRUST	[illegible]	[illegible]
	Shop keeper's recommendation	[illegible]	TRUST	[illegible]	[illegible]
	Availability	[illegible]	TRUST	[illegible]	[illegible]
	TOTAL TRUST FACTORS	[illegible]		[illegible]	[illegible]
VALUE FACTOR	Intended	[illegible]	VALUE	[illegible]	[illegible]
	Affordability	[illegible]	VALUE	[illegible]	[illegible]
	Need based	[illegible]	VALUE	[illegible]	[illegible]
	Low price	[illegible]	VALUE	[illegible]	[illegible]
	TOTAL VALUE FACTOR	[illegible]		[illegible]	[illegible]
PRODUCT FACTOR	More features	[illegible]	PRODUCT	[illegible]	[illegible]
	Size	[illegible]	PRODUCT	[illegible]	[illegible]
	Quality	[illegible]	PRODUCT	[illegible]	[illegible]
	Long lasting	[illegible]	PRODUCT	[illegible]	[illegible]
	TOTAL	[illegible]		[illegible]	[illegible]
	GRAND TOTAL	[illegible]		[illegible]	[illegible]

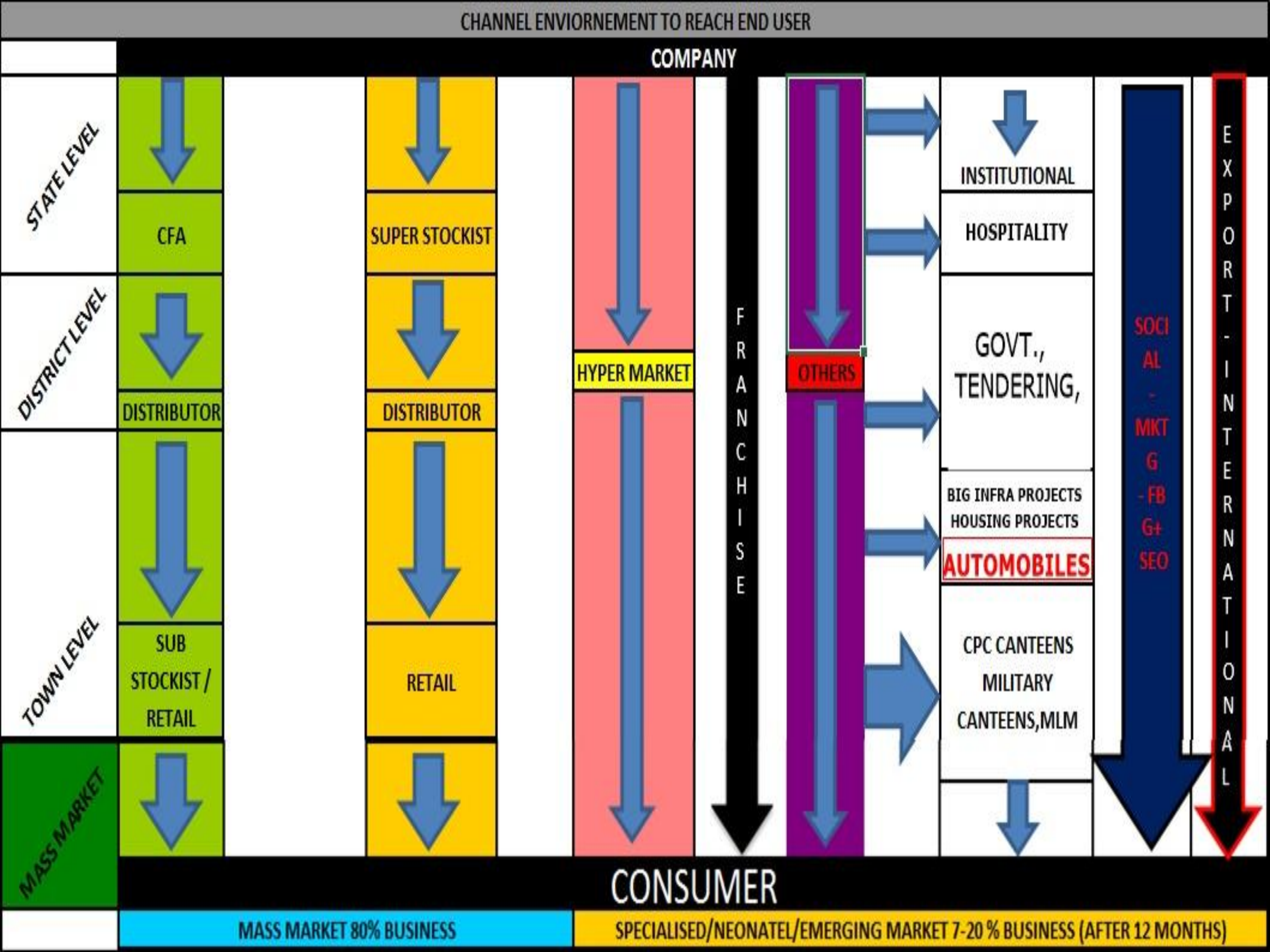
it's also a guideline for spending ur budget @ per 100 Rs.

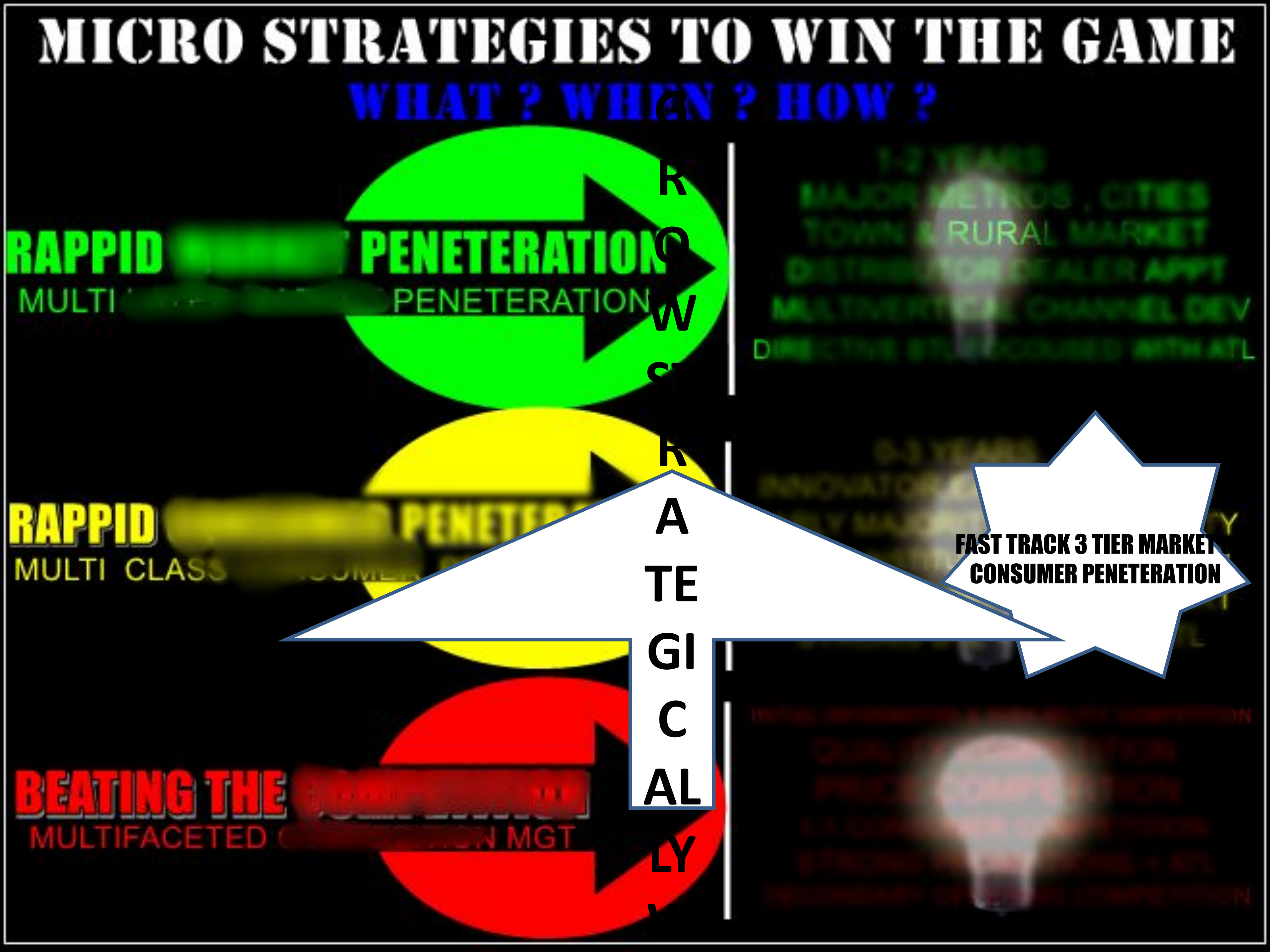
ANALYSING THE INVISIBLE FACTORS FOR VISIBLE RESULTS

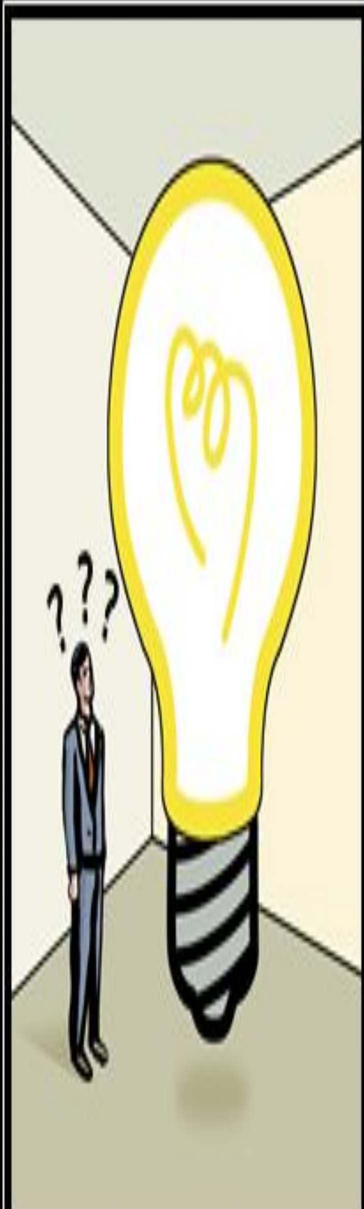
CUES & TRIGGER BASES STRATEGIES TO WIN MARKET


***45 K CR FMCG MARKET /9 MILLION FMCG SHOPS
20 K Cr. INR MARKET SIZE
2.5 -3.5 M SHOPS PENETERATION
FROM 2017 ONWARDS
SYMBOLIC GRAPH ONLY
LED
TRADITIONAL BULBS
2015
YEAR 2020
MULTI CHANNEL / MULTIVERTICAL / MULTI BRAND
PHASE OUT PLAN & MARKET SITUATION
POSSIBILITY OF SALES LOAD SHIFT FROM CONVENTIONAL LIGHTINING CHANNEL TO FMCG CHANNEL


RS VALUE
SALES VS. COST
0-6 MONTHS
1 YRS
2 YRS
3 YRS
TIME
SALES / PROFITABILITY
COST / EXPANSES


CHANNEL ENVIORNEMENT TO REACH END USER
COMPANY
STATE LEVEL
DISTRICT LEVEL
TOWN LEVEL
MASS MARKET
CFA
DISTRIBUTOR
SUB STOCKIST / RETAIL
SUPER STOCKIST
DISTRIBUTOR
RETAIL
HYPER MARKET
FRANCHISE
OTHERS
INSTITUTIONAL
HOSPITALITY
GOVT., TENDERING,
BIG INFRA PROJECTS
HOUSING PROJECTS
AUTOMOBILES
CPC CANTEENS
MILITARY
CANTEENS,MLM
SOCIAL - MKTG - FB G+ SEO
EXPORT - INTERNATIONAL
CONSUMER
MASS MARKET 80% BUSINESS
SPECIALISED/NEONATEL/EMERGING MARKET 7-20 % BUSINESS (AFTER 12 MONTHS)


MICRO STRATEGIES TO WIN THE GAME
WHAT ? WHEN ? HOW ?
RAPPID
PENETERATION
MULTI
PENETERATION
RAPPID
MULTI CLASS
BEATING THE
MULTIFACETED
MGT
GROWSTRATEGICALLY
FAST TRACK 3 TIER MARKET
CONSUMER PENETERATION



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

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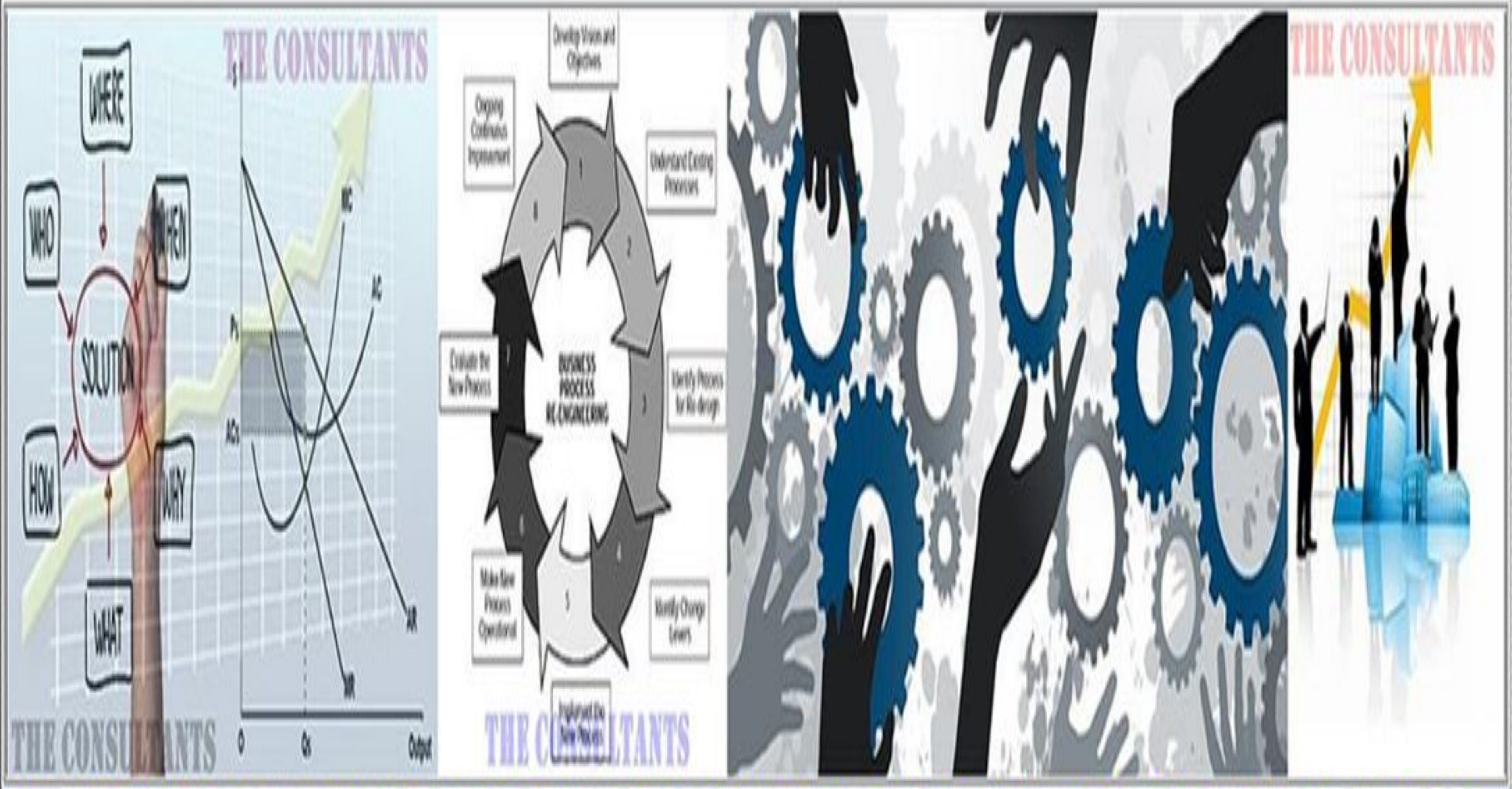
CONNECTING DOTS FOR BUSINESS EXCELLENCE

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 EFECTIVELY **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 CONSULTANS** 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.

BIGGEST REASON FOR FAILURE ? MARKETING ILLUSIONS ! MANAGE IT STRATEGICALLY

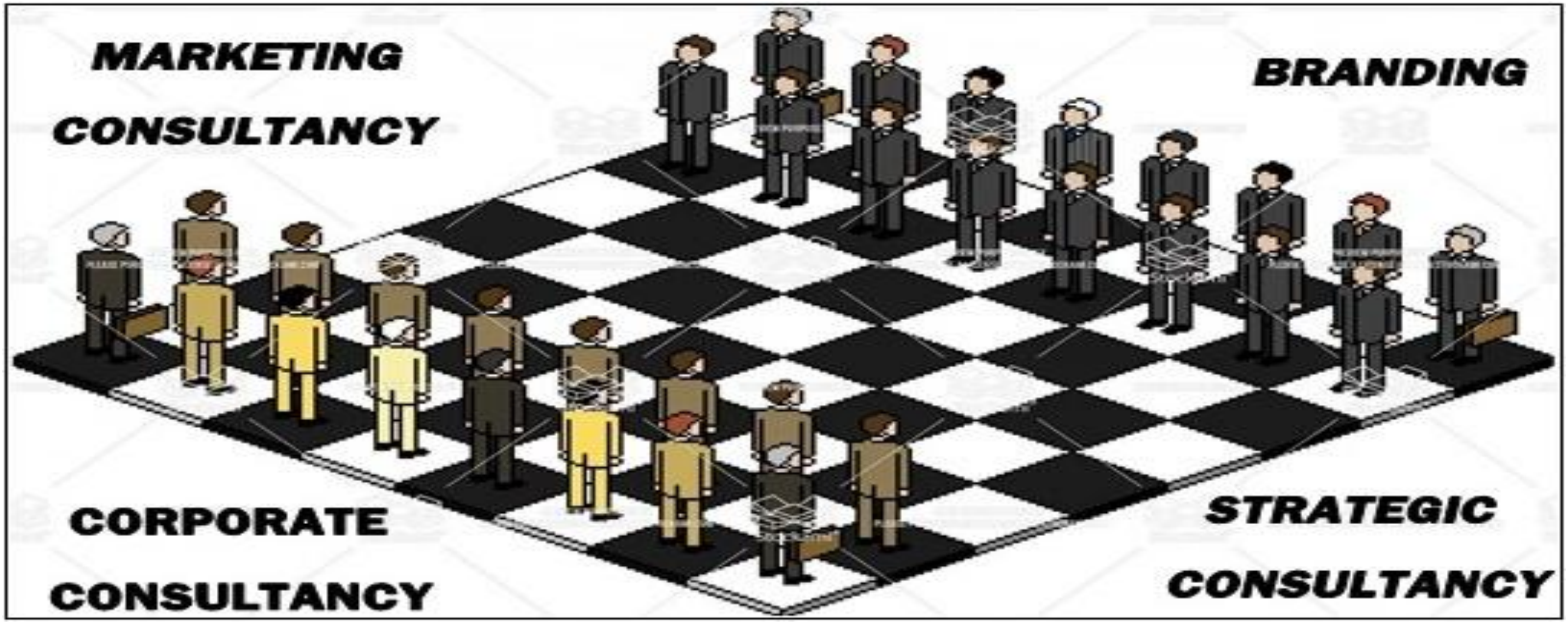
**IN PAST DONE BY NOKIA etc.

This Is Called As 4^{th} Generation Competition

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

+91-8587067685

WHY "THE CONSULTANTS" ? OUR USP OVER OTHERS !

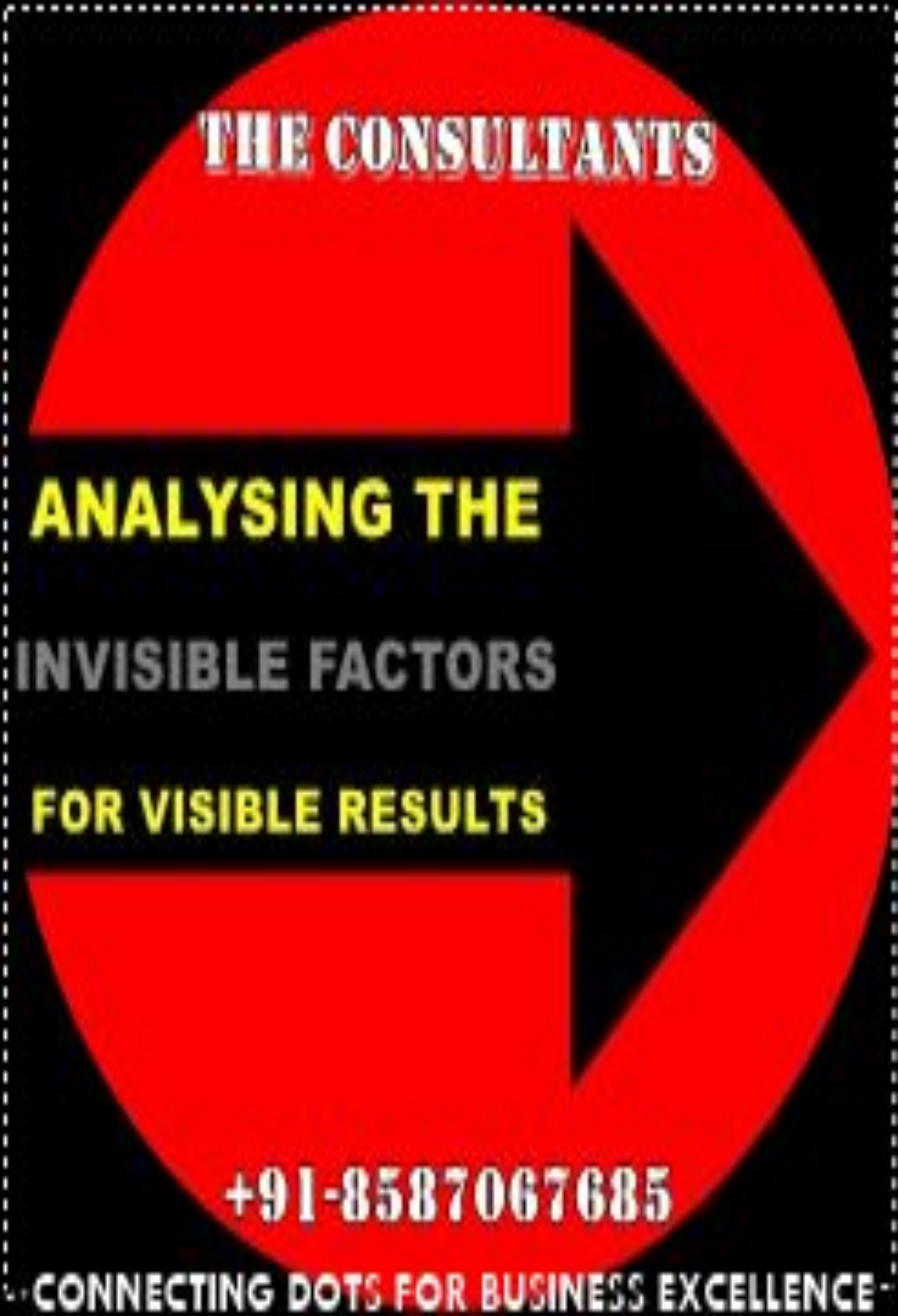
NATURE	MACRO & MICRO BOTH	BIRD'S EYE VIEW WITH SUB MICRO STRATEGIC
OUR ANALYSIS	INVISIBLE FACTORS FOR VISIBLE RESULTS	LIKE WHAT FACTORS MOTIVATES CONSUMER TO PURCHASE,WHICH ACTIVITIES DIRECTS CONSUMER TO ABONDON THEIR CURRENT BRAND
OUR STANDARDS	INTERNATIONALS LEVEL	BASED ON DIFFERENT MARKETING INDEXES
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

STRATEGIC TALENT POOL

A KUMAR	MBA + LSS – STRATEGIC MARKETING -MORE STEAM UNIVERSITRY –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. Cocke,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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LAUNCHING / GROWTH
MARKET SHARE GROWTH
UNIVERSE MAPPING
PERFORMANCE IMPROVEMENT
GAP ANALYSIS
DEFINING USP / NORMS
COMPETITION MANAGEMENT
BRAND PERFORMANCE
TRAINING & DEVELOPEMENT
BUSINESS & CONSUMER DYNAMICS
BUSINESS DYNAMICS
STRATEGIC PLANNING (MICRO & MACRO)
MARKET & ENVIRONMENT MAPPING
SYSTEM DEVELOPMENT
THE CONSULTANTS
CONNECTING DOTS FOR BUSINESS EXCELLENCE
ANALYSING THE
INVISIBLE FACTORS
FOR VISIBLE RESULTS
BUSINESS & MARKETING CONSULTANCY FOR
FMCG / OTC / CONSUMER GOODS ORGANIZATIONS