



Aidias® Consulting Group

affiliating with businesses to help them grow®

Aidias
for results

Content

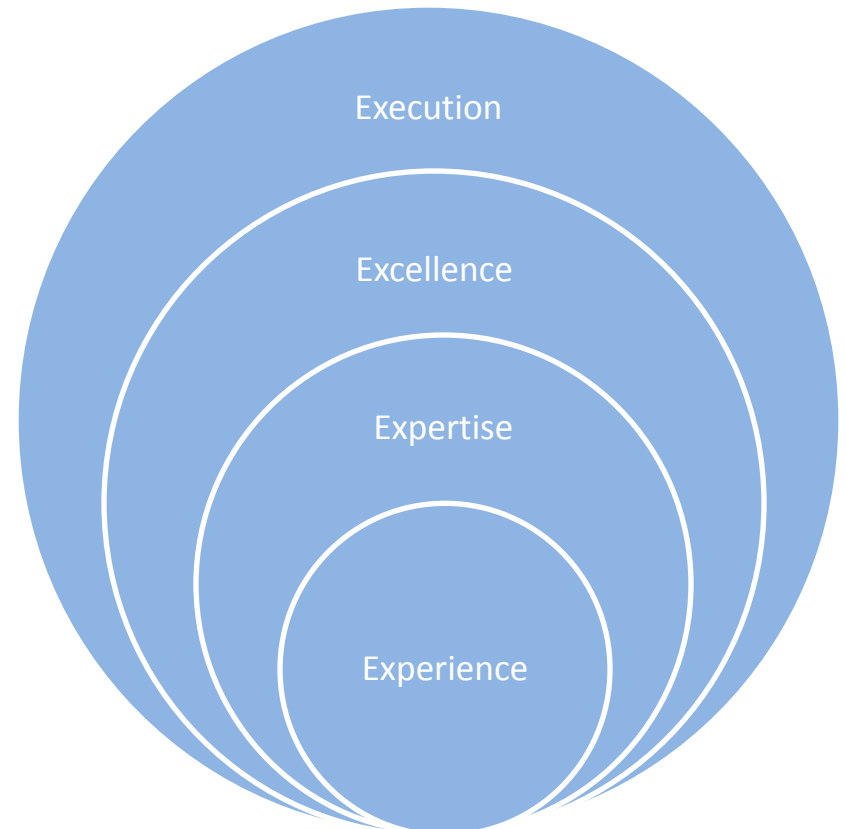
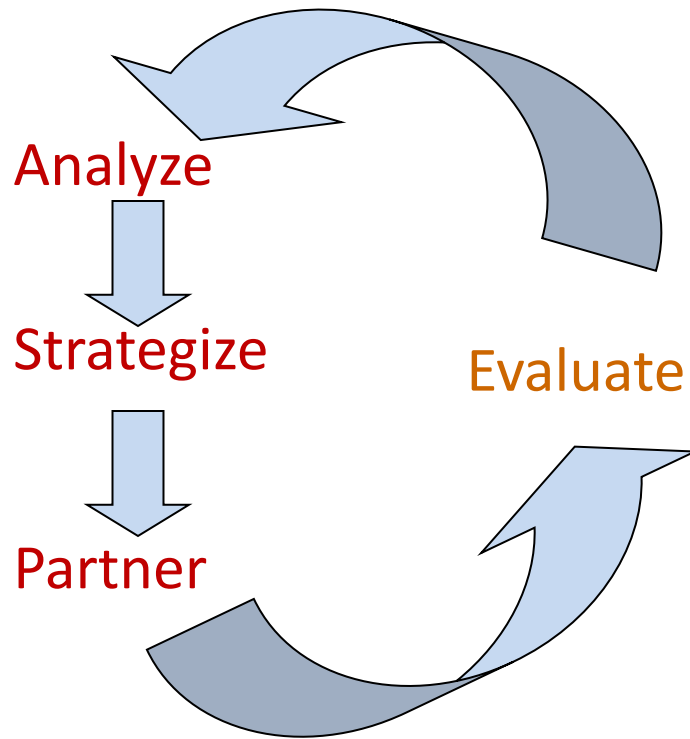
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About Aideas® Consulting Group

- Aideas® Consulting Group started its operation in Kolkata in 2004 as a professional services organization.
- Conceptualized and conceived by four batch mates of IIM, Calcutta, Aideas® affiliates with business houses who can benefit from their experience and expertise garnered, while working at senior positions with Global conglomerates in India and abroad.
- Having affiliated with more than 30 clients from India and abroad, Aideas® already have a significant market presence supported by a strong team of 5 Principal Consultants from IIMs along with a team of 25+ Consultants.
- At present Aideas® operates from offices in Mumbai, Kolkata, Delhi, London and satellite offices in Pune and Bangalore.
- Aideas® differentiates itself by “affiliating with businesses to help them grow®”. Aideas® delivers business solution for “Driving efficiencies & effectiveness for Greater profits & Enhanced customer experience” along with hand-holding support to ensure delivery of desired results.

The promise of Aideas®: APPLIED INNOVATION to BUSINESS CHALLENGES



Aideas® works as an extended team to implement its recommendations

Services Offerings

PROCESSES & IT CONSULTING

- A1- Process Improvements
- A2 - IT Consulting

MARKETING & BRANDING

- B1 - Corporate Identity Development & Management
- B2– Marketing & Promotion Strategies

Business Strategy –

- * *Formulation & Implementation*
- * *Business Health Audit*

HR MANAGEMENT & TRAINING

- C1 - HR Management & Development
- C2 - Customized Training

KNOWLEDGE MANAGEMENT & RESEARCH

- D1- Sectoral and Industry Specific Research

Business Strategy

Formulation & Implementation

Business Strategy Formulation addresses all components of the business model: **Business Vision, Product/Services, Value Proposition, Target Markets & Customer Segments, Distribution Channels, Revenue Streams & Costs, Suppliers, People.**



- Define primary target customer for products/services
- Value Proposition (USP)
- Understand behaviour & Ascertain motivation
- Study Purchase Cycle of customer

- How to improve relative position of my brand
- Why should he prefer my brand over others
- How to deliver the brand promise
- How to maximize life time value of my brand

- Do my internal processes support business plans
- Are my team members motivated to deliver
- Are my team members trained to face customers
- Do I have finances to meet my expectations

All strategies Originate With the customer in mind

Business Strategy Formulation & Implementation

Business Health Audit



- Evaluation of current Business strategy and plans
- Validation of business processes/IT Systems
- Identify business areas of either high risk or under-utilized & recommend improvements

PROCESSES & IT CONSULTING

**Driving efficiencies & effectiveness
for
Greater profits & Enhanced customer experience**

Service Offerings – Process & IT Consulting

A1 - Process Improvements

- **Operational Strategy**

- Sales Management (CRM)
- Distribution & logistic management (SCM)
- HR Management (HRM)
- Financial & Cost management (FCM)

- **Standard Operating Procedures (SOPs)**

- Standard Operating Procedures development
- Process Improvements



Service Offerings – Process & IT Consulting

A2 - IT Consulting

- **Business IT Transformation & Strategy**
 - IT strategy/planning
 - Identification of IT automation opportunities in the value chain
 - Helping in IT outsourcing
- **ERP Advisory**
 - ERP strategy and requirements alignment to business
 - ERP blueprint definition
 - Pre/ post ERP implementation reviews
 - ERP implementation assistance
- **IT Project Advisory & Program Management**
- **IT Effectiveness Reviews**



Marketing & Branding

Based on 24 hour life cycle of the primary target customer

Optimizing spends with measurable results

Innovation is the key to success

Corporate identity key to attracting talent

Service Offerings – Marketing & Branding

B1 - Corporate Identity Development & Management

- **Create Corporate Identity**
 - Articulation of “Corporate Purpose”
 - Defining Corporate “image” & “behaviour”
 - Create corporate “identity” by recommending
 - corporate “colours”,
 - “designs”,
 - “touch point behaviour”
 - Provide “strategic” as opposed to “tactical” PR
 - Provide training to senior management
 - on business etiquettes
 - media relations
 - Create communication to attract bright “talent”

Service Offerings – Marketing & Branding

B2 – Marketing & Promotion Strategies

- **Creation & Execution of Business Plans**
 - Creation of marketing strategies for
 - Brand extensions
 - New products
 - Related or unrelated diversification projects
- **Marketing, Communication, Media plans**
 - Creation and execution of marketing plans for existing & new brands
 - Brand portfolio rationalization
 - Media benchmarking for optimum resource allocation
 - Communication efficacy measurement tools and techniques
 - Ideation and execution support for innovative marketing programs

HR Management & Training

Organizational Team key to business success

Training is not a jamboree

Training needs to influence business goals

Training is a continuous process

Training needs vary across hierarchies

Service Offerings – HR Management & Training

C1 - Human Resources Management & Development

- **HR Management & Development**
 - Organizational restructuring
 - Aligning individual goals with organizational business goals
 - KRA setting, appraisals and compensation management
 - Creation of HRM policies and procedures
- **Talent Management**

C2 – Customized Training

- **Training Need Analysis (TNA) and addressing skills gap**
 - Senior management training for goal setting and vision formulation
 - TNA based skills development programs
 - Soft skills – communication, appraisals, interviewing etc.
 - Behavioral training- leadership, team building, assertiveness, time management
 - Selling skills, customer care orientation

Knowledge Enhancement & Research

**Specialised research based
Planning & implementation
for Business Feasibility
(new markets, customers, products, services...)**

Service Offerings – Specialized Market research

D1 – Knowledge Management & Research

- **Research based planning (product/service feasibility nad industry/market feasibility) & implementation**
 - Conducting Secondary Research for market & competitive analysis
 - Conducting project specific primary research for new product/service introduction & market entry
- **Implement IT based Knowledge Management tools**

Our Team at Aideas®

Name	Qualification	Total Industry Experience	Areas of Specialisation
Alokananda Rao	Post Graduate (IIT Kharagpur), Diploma in Management	30 years; TCS, National Center of Software Technology (currently the Center for	IT Consulting, IT & Process, Training, Competency Mapping
Amit Ranjan Basu	MBBS (Calcutta National Medical College)	30 years; Psychiatry & behavioral training/intervention	Behavioral Sciences & Training
Anirban Mukhopadhyay	Chartered & Cost Accountant & SAP Specialist	13 years; PWC & IBM Consulting	Strategy, Finance & IT
Anjan Majumdar	BE(Shibpur), PGDM(IIM)	24 years; CMC, PWC, IBM Consulting	Business Strategy, IT
Aparna Sinha	BA (London), M Phil (London)	32 years- A C Nielsen, HTA, ORG MARG	Market Research & Marketing
Bhaskar Bhattacharya	M Sc(IIT), PGDM(IIM), AMP(Harvard)	30 years; Sandoz, Pfizer, Bahwan Group(Oman)	Strategy, Marketing, Business Management in pharmaceutical business
Biswanath Ghosh	B.A. (Hons.), M.A. (C. U.), PGDBM, PGDTD (ISTD, New Delhi), DPMIR (IIM)	30 years; ABP Group, Eveready, TIL, National Insurance Company, National Rubber Manufacturers, etc.	HR Functions, Performance Management Systems, Competency Mapping
Chandan Maheswari	PGDBM (Finance & Marketing), B.Com	4 years; IT Consultant, HSBC	Business Development, Strategy Consulting, IT Consulting
Deepak Pramanik	B Tech (IIT), PGDM (IIM)	24 years; ABP, Pfizer, Berger Paints, Hindustan Motors	Business Development, HR, Training, Corporate Identity, Market Research
Indira Basu	Graduate-NID	13 years; ABP Ltd	Designing solutions

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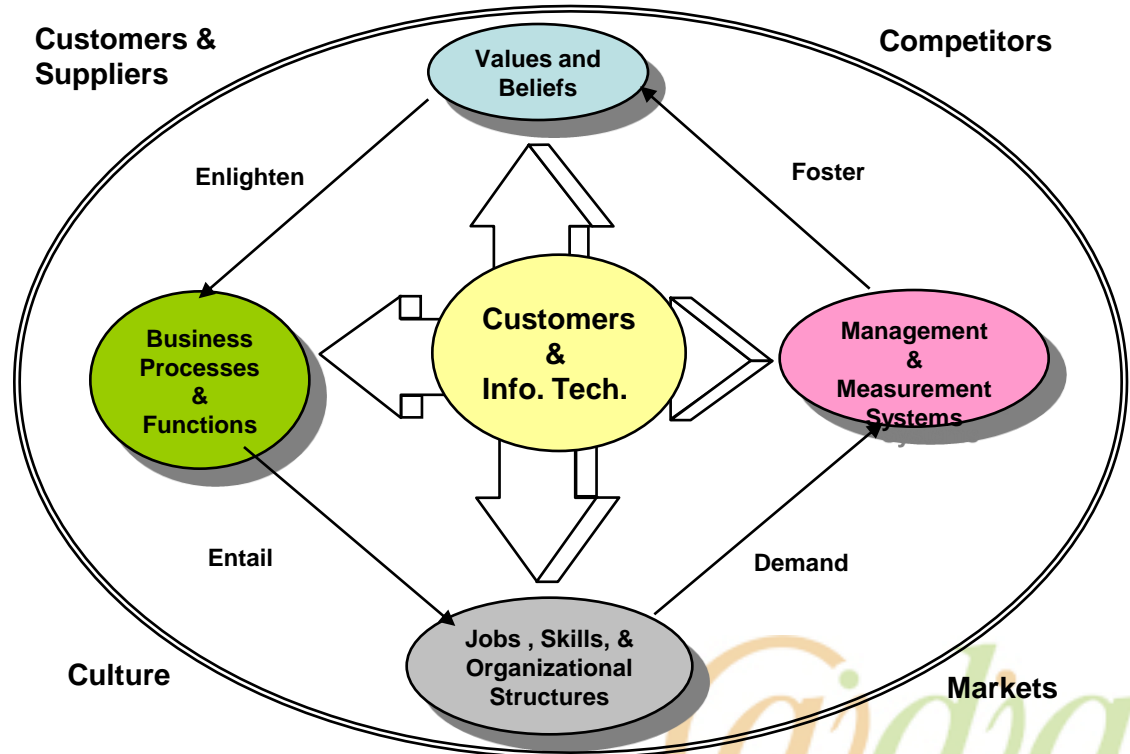
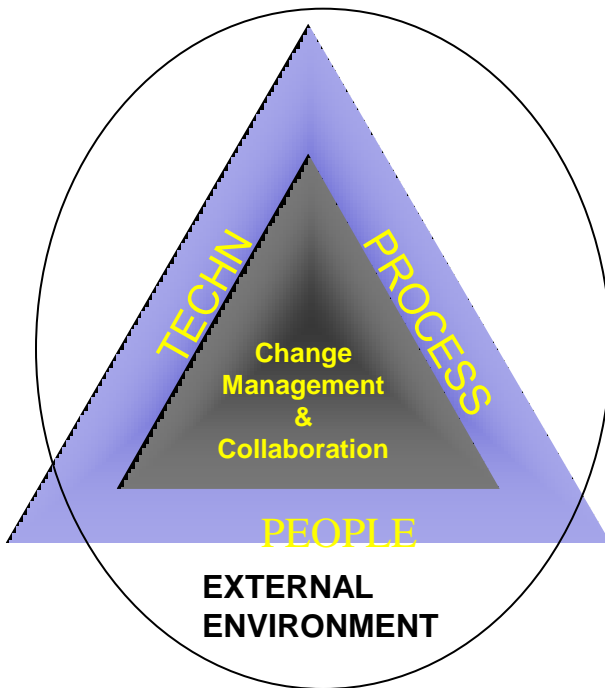
Our Team at Aideas® (contd..)

Name	Qualification	Total Industry Experience	Areas of Specialisation
Indrani Sen	BA (Presidency), MA (Jadavpur)	37 years; Clarion, HTA, Contract, Group M, Emami, McCann	Marketing, Advertising, Brand Management, Media
P. K. Bose	B.Sc. Engg. (Metallurgy), IT ,BHU	40 years; MECON Limited (formerly Metallurgical and Engineering Consultants (I))	Manufacturing, Metallurgical, Engineering & Technical, Audit
Partha Kundu	Bachelor in Hotel Management	23 years; ABP Ltd(6 years), Taj Group of Hotels(17 years)	Hospitality Services, Consumer Activation, Event Management
Professor A K Bhattacharya	FCA, FICWA,DMA(ICA), D.Phil	25 Years; On The Board Of Directors for several large companies	Strategy, Finance, Corporate Governance
Ranjan Majumdar	B Tech (IIT), PGDM (IIM)	21 years; TCS, Exide, Bharat Electronics	IT Consulting, Training, Strategy
Rohit Surana	CA, CS	3 years; D B Desai & Company	Finance, SOP, Project Management, Strategy
Sandipan Deb	B Tech (IIT), PGDM (IIM)	20 years; Lintas Media, ITC, A&M Magazine, Outlook, Outlook Money, Indian Express, RPG	Business Development, Training, Corporate Identity, Strategy
Sanjay Jariwal	B.Com, PG Diploma (Advertising and Marketing), Diploma in Public Relations, MBA (Marketing)	24 years; ABP, E TV, Zee TV and a host of TV channels in South India	Marketing, Advertising, Brand Management, Media
Sanjiv Vaidya	B Tech (IIT), PGDM (IIM)	25 years; Godrej, Tektronix Inc., Tata Honeywell, Haworth Inc, Forbes	Business Development, Training, IT, Business Strategy
Satya Ranjan Dutta	FCA	35 years; including GM at Coal India	Finance & Accounts
Saumendu Saha	B Tech(IIT), PGDM(IIM)	24 years; Shaw Wallace, Dabur, Funkskool Toys,	FMCG, Sales & Distribution
Sushmita Roy	BSc (Lady Brabourne), MBA (IISWBM)	18 years; C MARC, Modi Telstra, ADMAR, Indian	Market Research & Marketing
Tirthankar Basu	MBA (Manchester), BBA , Bachelor in Hotel Management (IHM)	13 years; IT Consultant, Regent Finance Corps, Co-operative Financial Services UK, Taj Hotels	Business Development, IT Consulting, Strategy, Hospitality Services, Event Management

Our Approach & Methodology – Strategy to Implementation

Our methodology takes into account the entire business scenario whereby people, process & systems/technology are designed based on 'business strategy, vision and values'.

The Organisation Environment & Dynamics



Our Approach & Methodology –

Aidias® has trademarked its 6 Steps intervention methodology for standardizing its approach to business solutions. Through the guided steps of Investigate (Enquire), Innovate (Envision), Instill (Engineer), Inspire (Empower), Imbibe (Execute) and Institutionalize (Excel) of Aidias® methodology, the experienced team at Aidias® offers business strategies and solutions for people, process, and technology areas by managing organizational change:

Enquire Stage: This stage focuses on Evaluation of existing strategies, business goals & plans along with organizational resources.

Envision Stage: During the envision stage, the high level strategy and plans are created which are aligned to the business goals. The stage is also used for identification high level process chains.

Engineer Stage: This is the solution design stage. The high level process maps are analyzed and detailed steps are evolved and designed (including IT Systems) to suit the organizational requirements.

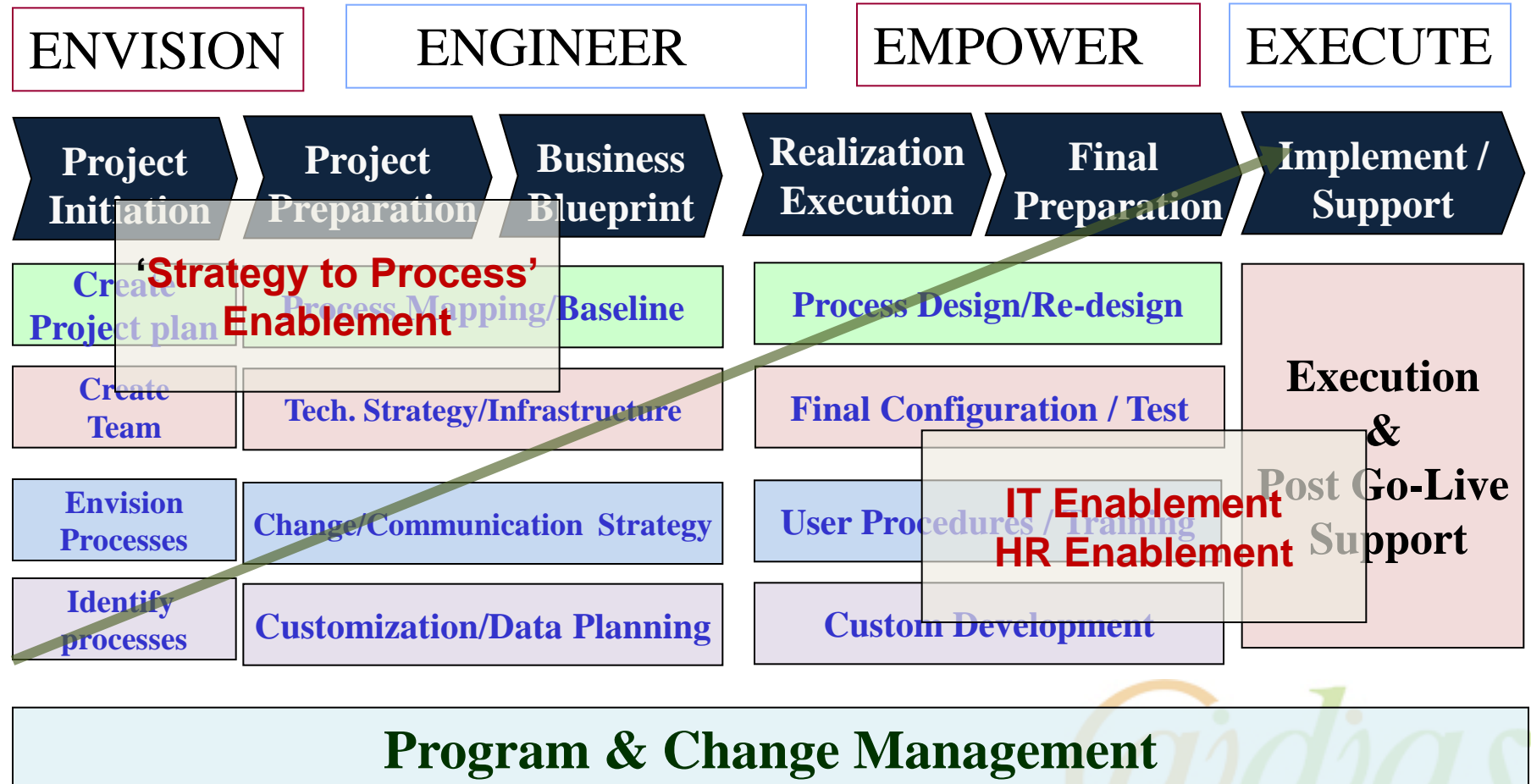
Empower Stage: This stage deals with Process/IT enablement (system design, development and testing) and HR enablement (Knowledge transfer and Training).

Execute Stage: The stage defines the event calendar and a process for continuous improvement and execution of the designed solution.

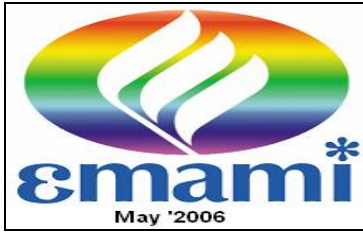
Excel Stage: The stage deals with capturing of knowledge during the process of change management for “institutionalizing” the change for permanent impact.

Our Approach & Methodology –

The Methodology of process implementation is dove-tailed with HR/IT enablement :



Some of Our Clients



আনন্দবাজার পত্রিকা



www.aidias.in



Some of Our Clients (contd..)



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