

Primus Partners Website Content

Section 1: Education Employability Entrepreneurship - Primus Partners - Solutions for Tomorrow

Education, Employability, and Entrepreneurship

Empowering individuals with quality education, employable skills, and entrepreneurship to transform communities for a sustainable future

Education, employability, and entrepreneurship are powerful building blocks for a future-ready society. Our solutions operate in a real-world context spanning the learning life cycle cutting across primary, secondary and higher education to charting career pathways. We assist in creating an end-to-end entrepreneurial ecosystem for incubation, skill hubs, and startups. Our goal is to create a meaningful impact not just for our clients but for society.

Our Latest Strides

Area in Focus

By offering expert advisory services for both school and higher education sectors. We ensure the timely execution of programs with the highest standards of delivery quality, aiming to enhance learning outcomes, promote innovative practices, and build robust educational systems. Our commitment lies in fostering impactful, sustainable improvements that align with national educational goals and global best practices for a brighter future.

We focus on enhancing employability by delivering impactful, in-house solutions such as the Future Skills Program and Accelerated Communication Program. These initiatives equip learners with essential 21st-century skills, fostering critical thinking, problem-solving, and effective communication. By bridging the gap between education and industry needs, our programs empower individuals to excel in their careers, ensuring they are prepared for the evolving demands of the modern workforce

We are dedicated to supporting the establishment of incubators, skill hubs, and start-ups, ensuring impactful outcomes through effective monitoring and proven methodologies. By fostering innovation and entrepreneurship, we provide a robust platform for aspiring entrepreneurs to thrive. Our initiatives empower individuals with the skills and resources needed to drive sustainable growth, create jobs, and contribute meaningfully to the economy, building a strong foundation for long-term success.

Featured Capabilities

Strategy, Policy & Regulatory

Developing strategic roadmaps and policies for government and private sector organizations, ensuring effective implementation and regulatory compliance

NEP Implementation

Developing comprehensive roadmaps and strategies for the effective implementation of NEP 2020 in school and higher education.

Impact Assessment

Conducting impact assessments, monitoring, and evaluation to enhance the design and

implementation of policies and projects effectively.

Impact Stories

A three-fold project aligning with the NEP, 2020 to increase GER in Higher Education Institutions (HEI's), to transform existing HEI's to multidisciplinary institutions and to provide equitable opportunities

Section 2: Pmis - Primus Partners - Solutions for Tomorrow

Solutions

Project Monitoring Information System

The Challenge

The lack of a dedicated Project Monitoring System poses significant challenges across various sectors, leading to uninformed decision-making, delays, and compliance issues. Organizations face difficulties in collecting, collating, and sharing data, often presented in inconsistent formats, which results in slow and incomplete governance. This inefficiency can hinder project and procurement management, risking timely delivery of products and services. Effective management processes are crucial to ensure that projects adhere to timelines and that resources reach their intended destinations in the right quantities and at the right times. Additionally, a robust supply chain management system is essential for accurately forecasting needs, procuring necessary items, and ensuring timely delivery. Without these systems, organizations risk stock-outs or shortages, compromising operations and overall effectiveness. Addressing these challenges is vital for enhancing efficiency and ensuring that organizational goals are met reliably and effectively across all sectors.

The Solution

We provide implementation support to create a centralized platform and significantly enhance operational efficiency. This system would provide real-time updates on various departments, resources, and inventory, all accessible via a web-based dashboard. By monitoring key performance indicators (KPIs) across projects and processes, organizations can facilitate faster decision-making. The transparency and accountability fostered by this platform empower teams to make informed choices, ultimately leading to improved management and outcomes. Streamlining data access enhances collaboration and ensures timely delivery of essential resources, helping organizations meet their goals effectively and efficiently.

The Solution Ecosystem

Functional Requirement Assessment

Assess PMS to ensure that it meets the requirements and specifications outlined in the contract

Issue identification & Resolution

Identifying and resolving issues in PMS

MIS Customization

Adapting and tailoring the MIS to meet Division requirements

User-Friendly Interface

Support in designing easy-to-navigate interface

The Impact

Funding

Channelize funding towards SDGs in India by dovetailing government risk capital with private capital and re-aligning budgets towards SDG priorities through greater data-based decision-making coupled with monitoring by the state and central governments.

Processes

Promote alignment of funding needs with SDG gaps, mapping of programs with SDGs, and consistent M&E of programs.

Stakeholders

Enable multi-stakeholder coordination, serving as a coordinator to ensure funding goes to areas of greatest need, and supporting participatory planning by stakeholders.

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Section 3: Maritime and Aviation - Primus Partners - Solutions for Tomorrow

Maritime and Aviation

We deliver maritime and aviation solutions designed for the challenges of tomorrow.

The maritime and aviation industry plays a crucial role in global trade, enabling the movement of goods and raw materials across vast distances. As ports and shipping lines continue to expand, there is a growing need for modern infrastructure, regulatory compliance, institutional arrangements and strategic investments.

As global trade volumes grow, ports and shipping stakeholders face increasing pressure to expand infrastructure while ensuring optimum utilization of existing facilities. Modernizing deep-water ports, container terminals, and logistics hubs is crucial, but so is the effective use of current assets through enhanced operational strategies and the integration of smart port technologies.

The development of landside infrastructure is becoming increasingly vital. For instance, Inland Container Depots (ICDs) and Multi-Modal Logistics Parks (MMLPs) are essential to support seamless connectivity between ports and inland markets, enhancing supply chain efficiency, and reducing congestion at ports.

Area in Focus

Decarbonization is a major focus in the ports and shipping industry, aiming to reduce carbon emissions from ports and shipping operations. The shift towards cleaner energy sources, energy-efficient technologies, and sustainable practices is critical for meeting global environmental targets. India's Harit Sagar guidelines are an example of national efforts to promote green ports.

Ports are hubs for industrial growth. By developing industries around port areas, such as manufacturing and logistics, port-led industrialization boosts local economies, creates jobs, and maximizes the economic benefits of port facilities, transforming ports into centres of regional development.

International cooperation is essential for the smooth functioning of global ports and shipping trade. Strong partnerships between countries help align regulations and optimize trade routes. Projects like the Chabahar Port in Iran and the Sittwe Port in Myanmar are examples of how international collaboration can enhance regional connectivity. These ports serve as critical links in trade corridors, advancing economic ties between nations and improving access to global markets.

Featured Capabilities

Project Conceptualization

Help clients shape their ports and shipping projects by developing ideas and solutions that align with their goals, ensuring they are feasible and future-ready.

Market Assessment

Analyze market trends, demand, and competition to provide clear insights that help clients make informed decisions and identify opportunities for growth.

Business Modeling

Create financial and operational models to assess the viability and profitability of ports and shipping projects, guiding clients on the best approaches to maximize benefits and returns.

PPP Transaction Advisory

Assist in structuring and negotiating public-private partnerships (PPP), ensuring that the terms benefit both public entities and private investors in ports and shipping projects.

Impact Stories

Assisting a global A&D firm with their India plans by strategy and position mapping, a 5-year action plan, highlighting collaboration opportunities.

Assisting a conglomerate towards mapping strategies in the sector while identifying new markets and product lines.

Meet the experts

Murlidhar Venkata Satya

Senior Advisor

Pragya Priyadarshini

Managing Director

Transforming Infrastructure, Delivering Impact

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Section 4: Newsletters & Policy Updates - Primus Partners - Solutions for Tomorrow

Filter by:

Moving the Needle | September 2025

Section 5: Climate Goal Realization - Primus Partners - Solutions for Tomorrow

Advisory Services

Climate Goal Realization

Aligning Business, Communities and Planet

Our ESG approach fosters a resilient and sustainable future by integrating economic, social, and environmental imperatives across sectors. Through tailored strategies, sector-specific solutions, and sustainable governance frameworks, we help organizations embed ESG principles into their operations, ensuring value creation while addressing critical issues like social justice and corporate responsibility.

Our Approach

Service Offerings & Strategic Tools

Impact Stories

Manipur, known for its rich biodiversity and forests, has witnessed significant forest degradation and environmental challenges in recent years.

With growing global commitments to reduce carbon emissions and the need to transition to cleaner energy sources, hydrogen has emerged as a promising alternative fuel.

Section 6: India - Primus Partners - Solutions for Tomorrow

Primus in India

Building partnerships that inspire meaningful change and growth.

Primus India is home to a community of dedicated experts committed to empowering businesses through innovative and practical solutions. Together with our partners, we navigate complex challenges and drive transformative change. As a proud Great Place to Work®, we cultivate a vibrant culture that celebrates high achievement and motivation. Our supportive environment fosters a sense of belonging, encouraging every team member to thrive and contribute to our shared goals. Our insights are drawn from the collective wisdom of industry leaders, cutting-edge digital tools, and decades of hands-on experience. We believe in the strength of collaboration, striving to make every partnership impactful and meaningful.

Our Views

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In the Community

Section 7: Careers - Primus Partners - Solutions for Tomorrow

Career

Unlock your potential with us and shape the future

Build the career you never imagined

We are a leading India-headquartered global management consulting firm, trusted by prominent global and Indian organizations. At Primus Partners, we collaborate closely with our clients to address their unique challenges and develop effective solutions that drive success.

Our expertise enables clients to navigate regulatory complexities, engage with government entities, and implement digital transformation strategies. We turn innovative ideas into actionable outcomes, fostering growth and success.

Section 8: Panchlekha - Primus Partners - Solutions for Tomorrow

Primus Solutions

Panchlekha

Democratizing the Grassroots Governance

The Challenge

With its existence over 30 Years, PRIs have achieved many objectives with the extent of decentralization varying across States. However, as much as the positive changes it has been able

to bring relative to where it started, PRIs have a long way to go in realization of its true objectives of Local Self-Governance.

The rural landscape comes with a complex web of challenges that hinder socio-economic development and often these are cyclic in nature.

Section 9: Policy Square - Primus Partners - Solutions for Tomorrow

Policy Square

Section 10: Urban Transformation - Primus Partners - Solutions for Tomorrow

Urban & Housing

Partnering for Resilient and Sustainable Urban Futures

In an era of rapid urbanization, the challenges and

opportunities within the urban sector have never been more pronounced. At Primus, with a multidisciplinary

team of experts in the fields of urban planning, engineering, finance, technology, environment etc. we are

committed to extending our role beyond advisory to act as partners in shaping the future of urban living

through driving sustainable growth, improve quality of life, and enhance urban resilience.

Area in Focus

We believe in adopting frameworks that support sustainable urban development. Our approach drives

from the principles of sustainable urban planning, effective structure of interventions, streamlined approvals, enhanced governance, and alignment with national and global best practices.

We consider that entities which are responsible for planning and managing urban areas must internalize capacity building as primary function to become rule based to role based organizations. Our approach for capacity building focuses on enhancing their governance,

operational efficiency, and service delivery. Strengthening ULBs is critical for sustainable urban growth, empowering them to better manage infrastructure, implement policies, and address citizens' needs effectively.

One of the key focus area is affordable housing with solutions for policy frameworks, Project conceptualization, financial models, land use optimization, implementation strategies etc. Our

approach helps cities meet housing demand while ensuring inclusive development that addresses social and economic needs.

We believe that to effectively manage the current and future demand of cities, all the stakeholders of urban development landscape must harness emerging technologies like IoT, big

data, and AI for smart urban management. We support cities in designing smart infrastructure, citizen engagement platforms, and data-driven governance for efficient service delivery and better urban living..

Our approach focuses on creating sustainable solutions for water supply, waste disposal, and recycling. We provide expert guidance on policy development, infrastructure planning, Information, Education and Communication and technology integration to promote efficient resource management in growing urban areas

Featured Capabilities

Sector Strategies and Roadmap

We develop long-term urban sector strategies and roadmaps, providing actionable insights to guide policy formulation, infrastructure development, and investment priorities for sustainable and inclusive urban growth.

Master Planning

We offer comprehensive master planning services, integrating land use, transport, infrastructure, and environmental considerations to create balanced, resilient, and future-ready urban spaces that meet community and economic needs.

Reforms and Regulatory Improvements

We assist governments and institutions in devising and implementing reforms, streamlining urban governance and fostering an enabling environment for efficient service delivery, transparent operations, and sustainable development.

Capacity Building

We provide strategic support on institutional and individual capacity building through capacity needs assessment, capacity building planning, process improvement, operational efficiency improvement, training design and delivery etc. for cities to improve their competencies and capacities in managing infrastructure.

Impact Stories

Section 11: Locations - Primus Partners - Solutions for Tomorrow

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Health Made Less Taxing

Nilaya Varma, Co-founder and Group CEO, Primus Partners, emphasized that tax exemptions on

life and health insurance, particularly for families and...

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Primus in News

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Powering the \$5 Trillion Dream: The FINESSE Framework Could Generate 2.8 Lakh New Jobs, Driving Grassroots Entrepreneurship for an Aatma Nirbhar Bharat

Embedding entrepreneurship into school and college curriculum could generate 2,800 student-led startups and create 2.8 lakh new jobs across India,...

26-09-2025

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Featured Reports

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Section 14: Diversity - Primus Partners - Solutions for Tomorrow

Envisioning a future that celebrates inclusivity and empowers all individuals

At Primus, we recognize that true inclusion and diversity are vital for fostering innovation and achieving excellence. We are committed to building a workplace that values individuals from diverse cultures, and those from varied backgrounds. By embracing diverse perspectives, we enhance our ability to deliver impactful solutions for our clients and cultivate a workplace where everyone feels empowered and valued.

Solve the world's most challenging problems with a supportive team.

We work in a dynamic and efficient way that helps us solve problems cooperatively and drive outcomes for our clients. We ensure every case team and individual can operate at peak performance and that our teams trust and support one another. We believe that the best solutions come from working together, leveraging diverse perspectives and skills to achieve common goals.

Access exceptional learning programs and limitless career growth.

We offer top-of-class career growth opportunities within a high-performance environment. We value hard work and ask you to adopt a growth mindset when you join. You will be encouraged to take ownership of your career and be provided ample opportunities to grow.

Ensure that work works for you and be rewarded for the value you bring.

We prioritize both professional and personal aspects of your life. We recognize the immense value you bring and offer competitive salaries and comprehensive, tailored employee benefits packages to ensure you feel valued, while our flexible work initiatives ensure your career is fulfilling and sustainable.

Stories About Our People

The empowerment and upliftment of women has deeply rooted in my upbringing and growing up,

ensuring the wellbeing of women in my environment has been always reinforced.

I have always been passionate about arts and painting and have begun to conduct art workshops for elderly women. It is an honour to witness their wisdom, resilience, and sheer joy as they engage in the artistic process. The experience has further solidified my belief in the transformative power of art, regardless of age or background. Through my work as a creative artist, I am committed to doing my part in empowering women and giving them the opportunity to embrace their artistic capabilities, find their unique voice, and create a positive impact in their own lives.

Alongside my passion for art, I also hold a full-time professional position at Primus Partners. Working in this role has allowed me to contribute to projects and work that have had a positive impact on society. The encouragement by my firm plays a vital role in my personal growth and journey towards becoming self-independent. Each day, I dedicate myself to my work with utmost dedication and enthusiasm, constantly striving to learn and develop new skills.

I am an experienced professional with over 13 years of experience in the aviation, hospitality, real estate, and consulting industries. I have an excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvements.

It has been 1.5 years with Primus Partners, and I have seen myself moving from an administrative role to a more hands-on profile within the span of one year. I have been able to do so under proper guidance and exposure from my peer group and leaders. I consider myself fortunate to have found the right platform to develop my skills.

My childhood passion has always been to be an Athlete, which I have accomplished by winning numerous best athlete awards at state, national, and international athletics competitions. The best part is that I am still pursuing it as a marathon runner. Simultaneously, I've always wanted to show my athletic grooming on the fashion runway, so I entered the Pageant MRS Delhi NCR where I was ranked in the top ten and is doing part time modelling assignments.

I have had more than 5 years of experience of working with focus on strategy, policy, business planning, regulatory advice, program and project management in the areas of government advisory, social development, community organization, microfinance, water & sanitation and the financial inclusion sector. I have an in-depth knowledge of preparing plans and strategy, monitoring, governance and the development of communication strategy.

At Primus I get to work with senior team members that instantly recognize and praise my efforts. Primus has instilled the value of ownership and this gives me pride in the work I do. At Primus I get to provide consultancy for implementation of safe access to potable water in rural households. This helps in improving the health of those in rural habitats by reducing waterborne diseases and providing economic opportunities, especially for women.

I am also a passionate swimmer. It plays an integral part in addressing and overcoming the challenges that I face on an everyday basis and enables me to think and react clearly while facing difficult client situations. My initial days as a swimmer helped me in understanding the importance of leading and maintaining a healthy lifestyle for overall well being.

Section 15: About Us - Primus Partners - Solutions for Tomorrow

About Us

Solutions For Tomorrow

Who We Are

We are Primus Partners, a leading India headquartered global management consulting firm trusted and engaged by leading Global & Indian organizations. Our mission is to provide innovative and practical solutions, leveraging our team's diverse expertise to deliver excellence and drive impactful growth across various sectors.

What We Do

From the C-suite to the front line, we partner with clients to help them innovate more sustainably, achieve lasting gains in performance, and build workforces that will thrive for this generation and the next.

What We Think

We believe in the power of collaboration and innovation to solve complex challenges. We are dedicated to transforming ideas into impactful solutions that drive sustainable growth and success for our clients.

Section 16: Life at Primus - Primus Partners - Solutions for Tomorrow

Accelerating a more sustainable and inclusive future for all

At Primus, our mission is to empower individuals and communities through innovation, collaboration, and a commitment to excellence. We strive to create a workplace where every voice is heard, and every team member can thrive. Our focus on sustainability and social responsibility drives us to make a positive impact in the world while delivering exceptional value to our clients.

Section 17: https://twitter.com/partners_primus

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Section 18: Economic Potential Realization - Primus Partners - Solutions for Tomorrow

Advisory Services

Economic Potential Realization

Navigating Markets, Securing Futures

India's economic potential is both vast and intricate, presenting a wealth of opportunities for investors willing to engage deeply. To effectively capitalize on the burgeoning market, characterized by rising consumption, significant reforms, an improved business environment, and competitive federalism, businesses must navigate this dynamic landscape with strategic insight.

Primus Partners specializes in guiding clients through this complexity, offering comprehensive services to identify, pursue, and close promising investment opportunities. Our team of seasoned professionals brings a diverse range of expertise and are adept at facilitating large-scale industrial projects.

With unparalleled experience in providing seamless end-to-end investment realization solutions for both government and private sectors, Primus Partners is committed to enhancing domestic manufacturing in line with the government's "Make in India" vision.

By leveraging our deep understanding of the Indian market and our robust relationships with key stakeholders, we offer invaluable guidance to investors. We help navigate regulatory complexities, pinpoint lucrative sectors, and maximize returns on investment, empowering you to unlock India's economic potential.

Our Views

Our Approach

Service Offerings & Strategic Tools

Impact Stories

Section 19: Transaction Realization - Primus Partners - Solutions for Tomorrow

Advisory Services

Transaction Realization

Accelerating growth through secure transactions

In an increasingly dynamic market, the significance of robust Transaction Advisory and Due Diligence services is paramount. In 2022, India recorded 1,000 M&A transactions alone valued at

\$62 billion. With FY 2024 projected to reach \$60 to \$70 billion in total deal value, companies require

comprehensive support throughout the transaction process.

Our comprehensive offerings feature end-to-end bid management, financial, legal, and operational due diligence, transaction structuring, negotiations, and post-transaction support. We excel

in M&A support and business restructuring, guiding clients through all critical stages of a transaction.

Through our dedicated approach and extensive expertise, we empower clients to achieve strategic goals and unlock long-term value in their transactions.

Our Views

Our Approach

Service Offerings & Strategic Tools

Impact Stories

Strategic partner to an Engineering & Infrastructure magnate for the disinvestment of a large steel sector PSU valued at INR 10,000+ crores

Transaction advisor to the Indian subsidiary of a leading European airport authority for multimodal logistics park, central and in-flight kitchen for their new airport,

Featured Insights

Meet the experts

Shravan Shetty

Managing Director

Unlocking Growth through Private Investment and Funding

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Section 20: Agriculture - Primus Partners - Solutions for Tomorrow

Agriculture

Advancing agriculture with sustainable practices and innovative technology to build a resilient future.

Agriculture around the world is now at the crossroads of unprecedented challenges. And it can be

termed as both victim and a culprit of climate change. Primus Partners brings solutions along the entire agricultural value chain: sustainable farming practices, capacity building for farmers and FPOs, arranging PPP and such investments, policy frameworks, etc. Our expertise in digital transformation encompasses IoT, drones, satellite data analyses, RFID devices, and smart marketplaces, to raise productivity. We work with governments, FPOs, and agri-businesses in the development of the most inclusive and future-forward models, actively engaging with key stakeholders and designing solutions, especially to promote climate resilience. Our eventual goal is to ensure food security for all.

Our Latest Strides in Agriculture

Area in Focus

Section 21: Home - Primus Partners - Solutions for Tomorrow

Powering the \$5 Trillion Dream: The FINESSE Framework Could Generate 2.8 Lakh New Jobs, Driving Grassroots Entrepreneurship for an Aatma Nirbhar Bharat

Embedding entrepreneurship into school and college curriculum could generate 2,800 student-led startups and create 2.8 lakh new jobs across India, according to a new Primus Partners report,

The Invisible Epidemic: Why the World's First Corporate Mental Health Portal Was Born

In modern Indian workplaces, mental health issues are widespread yet largely ignored, leading to \$14 billion in annual losses and thousands of avoidable resignations each day. Despite having sophisticated systems to monitor machines, organizations lack infrastructure to detect psychological distress in employees.

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Section 22: Primus Partners Pvt Ltd | LinkedIn

Primus Partners Pvt Ltd

Business Consulting and Services

New Delhi, Delhi24,043 followers

Solutions For Tomorrow

Discover all 293 employees

About us

Primus Partners is a management consultancy that aims to navigate through the many complex opportunities of the country. Our core strength is our robust team of professionals with more than 200 person-years of diverse experience.

As your go-to trusted advisory partner in navigating India, we look forward to joining hands towards nation-building, in the public and private sectors.

Our expertise embodies Experience in Action.

External link for Primus Partners Pvt Ltd

Locations

1-7 UG , Tolstoy house

Tolstoy House

New Delhi, Delhi 110001, IN

Section 23: Choice - Primus Partners - Solutions for Tomorrow

Primus Solutions

Choice

The Challenge

India apports approximately 34% of its

expenditure on benefit and welfare schemes every year. However, the intricacies of managing such

a large welfare delivery ecosystem have led to various inefficiencies in the system including benefit leakages, lack of standardization, skewness in fund utilization, low beneficiary awareness etc. Most of these inefficiencies exist since each line department manage the delivery

of their respective schemes independently with little or no inter-departmental communication. One of the key solutions to plug these gaps is to formulate a common database of potential

beneficiaries which shall act as a single source of truth for scheme delivery systems. Further, since family is the economic unit of the society, eligibility of most of the welfare schemes in the country is designed around family-based parameters like family income, landholding, caste etc. Hence, to improve the welfare delivery landscape in the States, a family-based repository of beneficiaries is the need of the hour.

The Solution

CHOICE is a family based integrated & adaptive platform which enables end-to-end benefits management for governments through following features:

The Solution Ecosystem

State Governments across India

The solution is targeted towards State Governments across the country to help them enhance the efficiency of the welfare delivery ecosystem within their respective State.

Families

Section 24: Tourism - Primus Partners - Solutions for Tomorrow

Tourism

Navigating the Future of Tourism

India's tourism sector is a treasure trove of diverse

experiences, offering rich cultural heritage, historical landmarks, breathtaking natural wonders, and

transformative spiritual journeys. To fully realize its potential, several key areas require attention.

Improving infrastructure is essential to support both

domestic and international travelers, including better transportation and accommodations that enhance the

overall experience. Promoting new destinations can help distribute tourist traffic more evenly across the

country, showcasing lesser-known gems while easing pressure on popular sites.

Strengthening the tourist experience is crucial; training

local communities to provide quality services can elevate overall satisfaction. Additionally,

investing in

sustainable practices ensures that tourism respects local cultures and environments

Section 25: Technology, Media and Telecom - Primus Partners - Solutions for Tomorrow

Media & Entertainment

The Indian Media and Entertainment (M&E) industry is rapidly emerging as a crucial sector for the economy, showing remarkable resilience and growth potential. Several factors contribute to this surge, including increased access to affordable internet, rising disposable incomes, and a growing culture of consumerism, particularly in urban areas. Unique to India, the M&E landscape features exceptionally high volumes of content consumption, complemented by a rising Average Revenue Per User. This combination positions India as a global leader in digital adoption, allowing companies to gather rich data insights to better understand and serve their audiences.

Area in Focus

Section 26: Public Policy Realization - Primus Partners - Solutions for Tomorrow

Advisory Services

Public Policy Realization

Navigating India, A Complex Opportunity

India's growth narrative is both compelling and complex, requiring specialized expertise to navigate effectively. Businesses looking to engage with this dynamic landscape must develop a nuanced understanding of India's policies and their implications.

Our Public Policy Realization Advisory offers cross-sector expertise to help you decode these complexities and identify your role in the Indian story.

Section 27: Case Studies - Primus Partners - Solutions for Tomorrow

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Section 28: Capital Market - Primus Partners - Solutions for Tomorrow

Capital Markets

Empowering capital markets with innovative solutions and expert guidance for sustainable wealth creation

Section 29: Op-Eds - Primus Partners - Solutions for Tomorrow

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The Invisible Epidemic: Why the World's First Corporate Mental Health Portal Was Born

In modern Indian workplaces, mental health issues are widespread yet largely ignored, leading to \$14 billion in annual losses and thousands of...

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Featured Op-Eds

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Section 30: Healthcare - Primus Partners - Solutions for Tomorrow

Healthcare

Holistic & Sustainable Healthcare, from India to the World

Section 31: Senior team - Primus Partners - Solutions for Tomorrow

Leadership

Consulting is diverse, stimulating, and challenging. It s teamwork on steroids, and there is never a dull moment.

Nilaya Varma, Group CEO & Co-Founder

Founding Team

United by passion and a shared vision, our founding team spans multiple states, driving seamless collaboration and delivering excellence to clients and communities nationwide.

Davinder Sandhu

Co-Founder & Chairperson

Nilaya Varma

Group CEO & Co-Founder

Devroop Dhar

India CEO & Co-Founder

Aarti Harbhajanka

Co-Founder & Managing Director

Charu Malhotra

Co-Founder & Managing Director

Kanishk Maheshwari

Co-Founder & Managing Director

Managing Directors

Our practices support clients across various industries in areas such as public policy, digital transformation, ESG, economic and transaction potential. Each practice is led by leaders focused on driving client impact, fostering innovation, and developing our talent.

Arun Moral

Managing Director

Ramakrishnan M

Managing Director

Sameer Jain

Managing Director

Shravan Shetty

Managing Director

Vinay Vijay Singh

Managing Director

Pragya Priyadarshini
Managing Director
Independent Directors and Advisors

Section 32: Primus Partners India | Delhi

Section 33: Aerospace & Defence - Primus Partners - Solutions for Tomorrow

Aerospace & Defence

Helping industry players reach new heights of innovation

At Primus, we deliver innovative solutions tailored for the dynamic needs of the Aerospace and Defence sector, enabling our clients to navigate complex challenges and seize emerging opportunities. Leveraging our deep expertise and forward-thinking approach, our efforts center on innovation, sustainability, and strategic growth to ensure our clients remain at the forefront of a rapidly evolving industry. With focus on modernizing infrastructure and optimizing operational efficiency to fostering a safer, more sustainable, and interconnected aviation ecosystem.

Our Latest Strides in Aerospace & Defence

Area in Focus

The defence sector is rapidly evolving, driven by geopolitical tensions and technological advancements. In India, multiple reforms and initiatives like Atmanirbhar Bharat are reshaping defence procurement, emphasizing indigenization and local manufacturing. We provide strategic advisory services to help clients navigate complex procurement processes, ensure compliance with regulatory frameworks. We assist clients in understanding offset obligations, optimizing supply chains, and identifying opportunities for value creation, enabling them to enhance their competitiveness in a rapidly evolving defence landscape.

Section 34: Automotives - Primus Partners - Solutions for Tomorrow

Automotives

Accelerating the transformation of the automotive sector through innovation, sustainability, and cutting-edge technology.

The automotive industry is undergoing a major transformation driven by electrification, emission regulations, advanced technology, and changing consumer behavior. At Primus Partners, we offer

forward-thinking solutions that address these complex challenges. Our services encompass policy advisory, growth

strategy development, stakeholder engagement, and supply chain optimization. We assist automotive businesses

with transitioning to green technologies, promoting electric vehicle adoption, and enhancing global

competitiveness. By leveraging senior-level expertise, we ensure that our clients are equipped to thrive in the

rapidly evolving automotive ecosystem

Area in Focus

Navigating the automotive regulatory environment is complex, with ongoing shifts toward emissions standards, electric vehicle adoption, and new safety regulations. We offer

comprehensive policy

advisory services to help clients remain compliant, seize opportunities, and align their operations with national and global standards. Our focus includes electric vehicle

incentives,

emissions policies, and import/export regulations, providing clients with the clarity

they need

to operate smoothly in a dynamic landscape.

Section 35: Vidyanjali - Primus Partners - Solutions for Tomorrow

Primus Solutions

Vidyanjali

The Challenge

There is a great unmet need for student enrolment and transition into Higher Education Institutions, specifically those with socio-economically backward backgrounds. National data suggests that even though ~ 1.5 CR students complete secondary education, only 80 Lakhs students enter into Higher/tertiary education, thereby resulting in large dropout rates after class 12. This also leads to a great employability challenge due to information, skill and funding gap. Additionally, while there exist multi-ministerial scholarship programmes to support meritorious but financially disadvantaged students, only 1 CR out of ~ 7 CR students receive scholarships, thus there is a pressing need to augment financial and mentorship support for meritorious students lacking means to complete their Higher Education.

The Solution

Aligned with the National Education Policy, 2020, Vidyanjali strives to achieve equitable access to quality education, targeting an increase in higher education enrolment from the current 27% to 50% by 2035, through providing financial and mentorship support to meritorious students lacking means by mobilizing funding from the private sector, impact investors/philanthropic organizations, PSUs/CPSEs under Corporate Social Responsibility (CSR) activities.

The Solution Ecosystem

CSR collaborations & partnerships

Nurturing CSR partnerships with existing client network and larger outreach to India Inc. and philanthropic organisations enabling them to collaborate and invest in impactful programmes aligning with their CSR mandates.

Funding

Providing assistance in raising funds to provide financial & mentorship support to meritorious students lacking means in their Higher Education completion.

Technology Platform

This platform serves as a pivotal role in collecting and managing data, receiving and processing student applications, monitoring student progress, tracking grant disbursement, overseeing fund utilization, and generating impact reports aligned with SDGs.

Career Guidance

The platform allows students to undertake psychometric tests in order to make informed choices with respect to their career paths. Impact assessment & reporting

The Impact

CSR Partnerships

Crystallizing CSR partnerships and collaborations through promotion and outreach efforts.

Fund raising

Raising funds to provide financial assistance and support under scholarship to students in need for Higher education completion through CSR partnerships.

Technological Support

Providing end-to-end technological support to provide a seamless, transparent and efficient scholarship programme.

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Primus Partners is one of the fastest growing management consulting firms in India, with a proven track record of driving growth for our diverse and reputed clientele. With teams spread across the country, the firm has grown 200% since its inception in 2019. Solid foundation of the organization and collective expertise of its leadership has allowed us to now endeavor globally. Expanding our legacy of transformation, impact, and innovation globally, we are excited to launch in the UAE, bringing our values and expertise to drive meaningful impact in the region.

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