



Bhagirath™

GROWTH  
STRATEGY  
BRANDING  
REVENUE



**Bhagirath – Business Solution Division** is the world's fastest emerging independent end to end Business Growth and Digital Solution Service Provider and Consultancy Service Company, helping our customers to harness the power of innovation to thrive on change to ascertain the business ultimate goal and grab opportunity on time.

We are globally integrated business solution and brand strategy consultancy service provider, rendering one stop end to end solution to all growing and startup companies including turnaround solutions.

Our Network provides our customer with unparalleled innovation in their business on ease of doing planned and oriented business.

We have dedicated team of professionals from the best B-Schools from the globe with proven track record in respective domains across the industry.

We cultivate a work environment that attracts, train and re trains most of the skilled team members in today's work place.

### **WHY US...**

- Excellent Understanding of Business Growth Models & Frameworks
- Optimized, Knowledge base and most economical solutions
- Providing market and business intelligence
- Approach and Accessibility
- Total protection of client's interest.

**WE HELP BUSINESS LEADERS, NOT ONLY GROW THEIR BUSINESS, BUT MAKE THE GROWTH SUSTAINABLE**

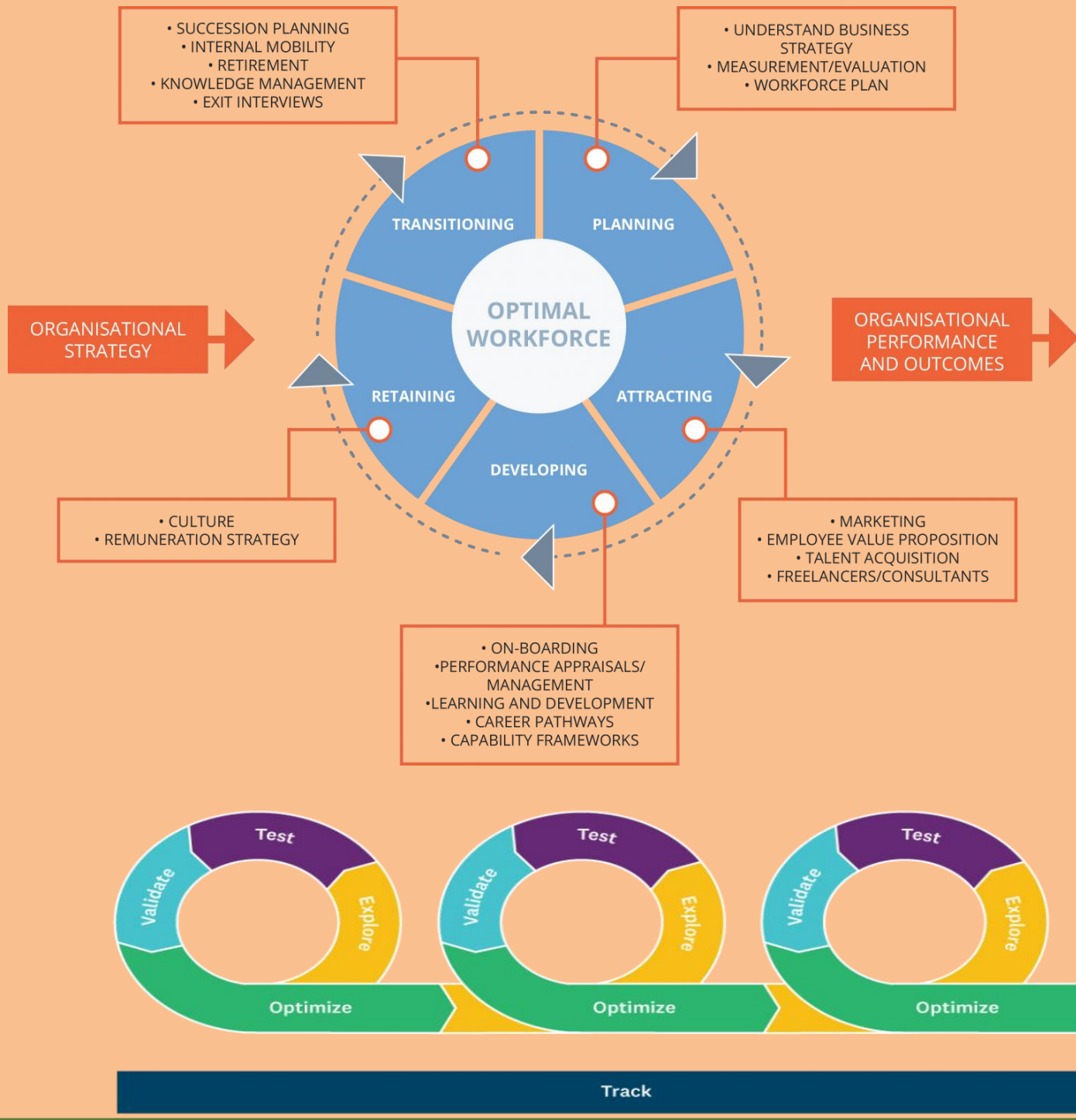
**OUR GOAL IS TO HELP YOU WORK SMARTER, NOT HARDER. WITH THE RIGHT TOOLS IN YOUR TOOLKIT, YOU CAN GROW YOUR BUSINESS**



We work for local and global companies to help define brand purpose, develop winning advertising, engage consumers, and drive brand growth.

We're industry mentors and innovators with over decades of advertising, media, brand equity research, and consulting experience. We embrace the latest technologies and leverage them to develop new products and services to help marketers compete and win today and in the future.

Our brand purpose is to create meaningful impact for our clients, our business, our teams, the industry, and the global community. We have top talent working with us around the world, all with the same goals and values. We're Authentic, Bold, Connected, Creative, Optimistic and Supportive.



## **WE HELP LEADERS PRIORITIZE INVESTMENTS, BUILD ASSETS AND GROW THEIR BRANDS**

### **Who we are...**

We are obsessed with helping business leaders accelerate profitable growth! We understand the challenges business leaders face and help sort through the excess of materials, technologies and programs to identify what will best help them measure the impact of their investments in order to grow faster and more profitably.

### **What we do...**

Simply put, we help business leaders prioritize investments, build assets and grow their brands exponentially. We have a proven nine-step framework and brand value drivers models that, when executed correctly, will boost your brand and drive more business. Through workshops, training, and mentoring, we will walk you through each step of the process.

### **How we do it...**

We have created a leadership program and Growth Framework that provides workshops, scorecards, tools, metrics and services business owners need. By leveraging our products and services, we allow business owners to focus on their passion – the real reason they started their business in the first place.

## **WE KEEP IT SIMPLE**

### **3 – DISCOVER**

The first phase is a four-hour session between your business leaders and us. We will leverage our Growth Framework to learn more about your business. Through a series of questions, we will learn about your long-term goals, current products or services, marketing efforts, and operational performance.

### **2 - ASSESS**

During this phase, we will compile data collected from the Discover phase and produce a Growth Score and Action Plan. The Growth Score will assess your growth posture using the nine elements from our Growth Framework and the Action Plan will identify potential growth opportunities in each area.

### **1 - PLAN**

Next, using our library of tools and resources, we will help you develop a plan to grow your business. In this phase, we will present the Growth Score and Action Plan opportunities and an initial Implementation Roadmap for review. We will use this session to prioritize next steps to finalize your 18-Month Growth Roadmap.

### **o - GROW**

And finally, we will help you execute on your 18-Month Growth Roadmap. As your trusted partner, we can engage with you to coach or consult, monitor your growth activity, implement specific projects, or provide the ongoing, back-office services you need to make your new growth sustainable.

# **GROWTH FRAMEWORK**

## OUR GROWTH FRAMEWORK

Our Models & Framework addresses all the areas you need to grow your business. We help you clearly define your goals and objectives, tweak your business model, boost your brand recognition through digital marketing, provide amazing customer experience, optimize your operations using technology, protect your business, and leave the back-office stuff to the experts

Using our framework, we will work closely with you to assess your current growth posture and identify your growth challenges. Using our Growth Scorecard, we will determine in which areas you are on target and in which areas you need to invest more.



# GROWTH



## OUR SOLUTION ENCOMPASSES FOLLOWING DOMAINS TO ENSURE THE DESIRED BUSINESS TARGET - 360 DEG BUSINESS APPROACH

### ORGANIZATION DESIGN AND LEADERSHIP

#### Is Your Organization well-structured to deliver marketing ROI?

Rapid digital growth has changed the concept of marketing, and the organization of marketing needs to keep pace. A new operating model and leadership structure is needed to deliver integrated consumer experiences, and effectively leverage resources.

Our Organization Practice develops and embeds full global marketing operating models – detailing the structure, process, people and tools you needed to build an agile, networked organization. We provide clarity on the role of marketing, company culture and brand-building methodology, along with a detailed understanding of the design behind winning capabilities. We work side by side with our clients to ensure thorough adoption of the operating model, and we help embed it across all functions and levels of the organization from day one.

We believe in a culture of voluntary discipline, a rebalancing of generalist and specialist roles and a monthly decision-making flow to realize flexible resource initiatives. These principles are at the heart of the future marketing organization.

### BRANDING STRATEGY AND MARKETING

We provide consulting services across each of our areas of expertise: strategy, brand, advertising, and media and digital. We are the only group of its kind that fully focuses on unleashing purpose-led growth through the development of consumer insight-led marketing strategy, structure and capability.

We provide solutions to strategic marketing challenges, rooted in consumer research, stakeholder understanding and financial analysis. We connect insights to currency, the only universally accepted language of business. Our whole-brain thinking brings an intrinsically multi-lens and practical approach to all of our engagements.

### DIGITAL CONSULTANCY SERVICES

Accelerate your journey to a digital enterprise. Our Technology's Digital Transformation practices and partnerships bring world-class talent with a breadth of expertise and unique IP to confidently guide you from strategy to implementation.

### BUSINESS PROCESS SERVICES

Improve your ability to capitalize on new trends and opportunities. Process automation and artificial intelligence from our Technology can optimize processes from front to back, freeing you to focus on what's next.

### SECURITY

Embed security in your digital enterprise and ensure compliance.

### WORKPLACE & MOBILITY

Businesses thrive when they support individual styles of working. A more consumer-like, digital workplace experience helps you attract, delight, engage and retain employees.

## FINANCIAL SERVICES

Financial services plays important role to harness better business models to overcome shortcomings of the past and current challenges. We draw on deep experience across the industry to help our customers in every region find innovative ways to optimize processes, reduce back office cost, align IT, manage risks, capture the economic benefits of building loyal customers, and plan for evolving competitive and regulatory landscapes.

We also look beyond the industry and draw upon our capabilities experience. We tailor these offerings to the need our clients to help them solve problems or pursue opportunities in many areas of business and organization in totality.

## SYSTEM INTEGRATED ARTIFICIAL INTELLIGENCE

### *Become an AI First Organization and Drive Innovation*

Artificial intelligence (AI) isn't a nebulous concept that will define a distant future. AI is here, it's now, and it's changing how companies, society and our economies operate.

Data- and AI-driven organizations compete differently. They exhibit a new kind of operating architecture that redefines how they create, capture, share and deliver value to their customers. Companies that operate under the traditional model need to reinvent themselves around the AI model, eliminating silos and rethinking their business and operating models to improve scale, scope and learning.

## INTERNET OF THINGS - IoT

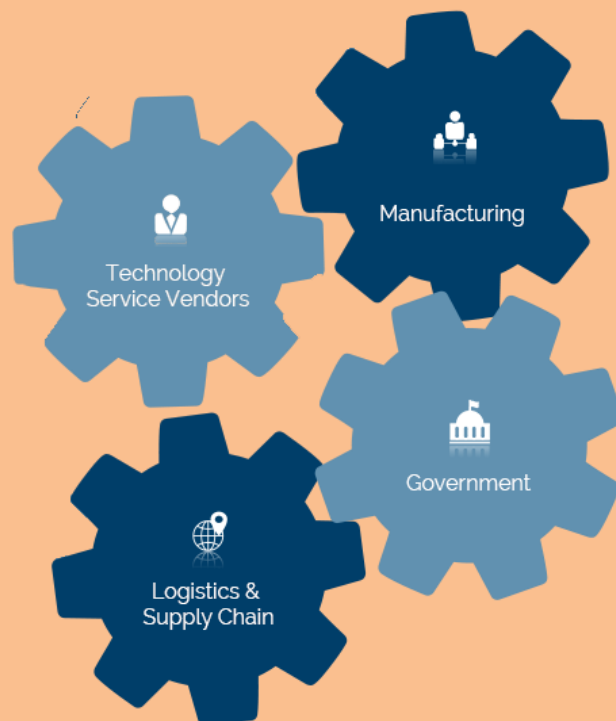
Companies that master IoT will dominate their industry. Our Technology can help you unlock the value of IoT to improve your company's insight, maximise value chain, improve agility and reduce costs.

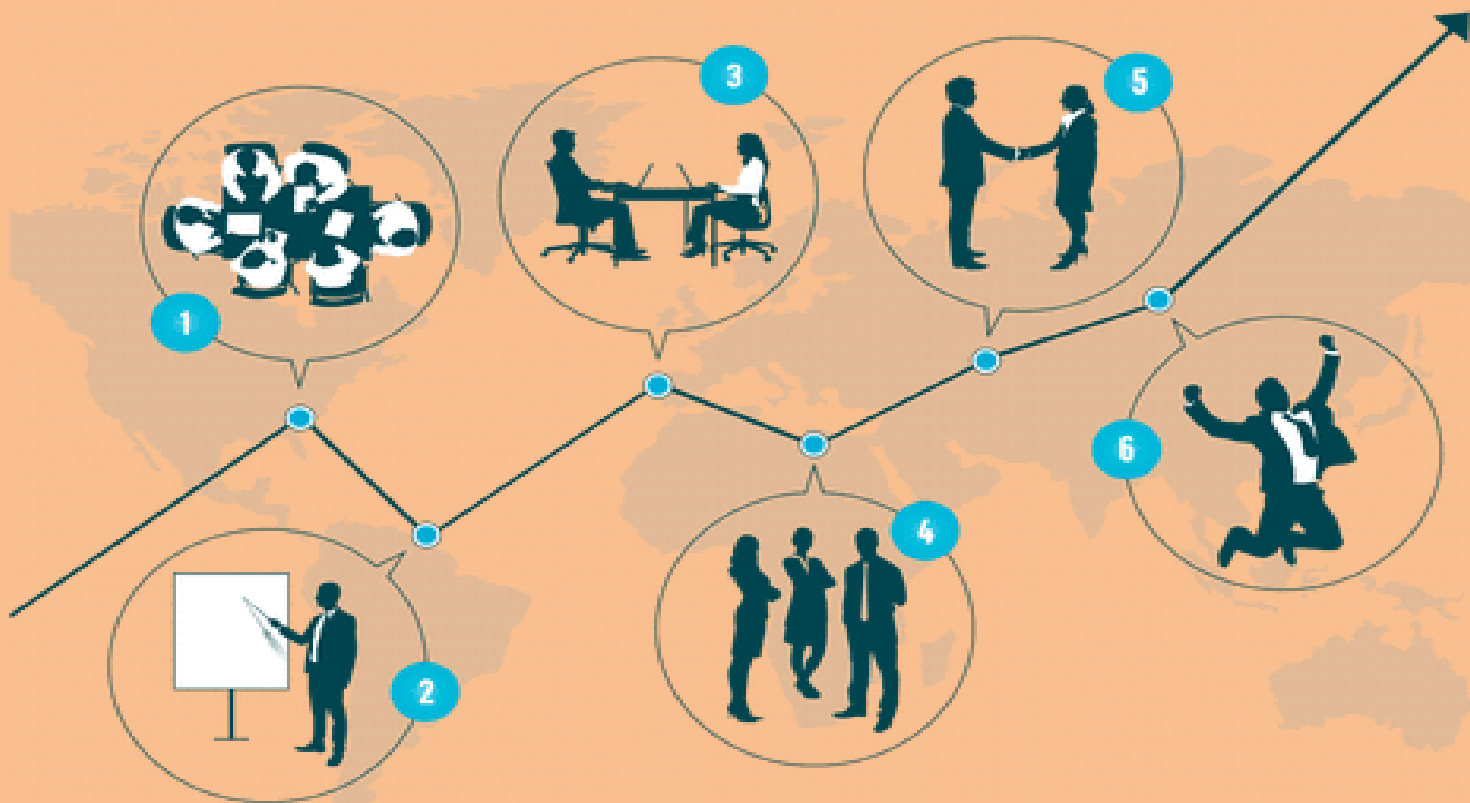
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## INDUSTRY WE CATER TO

- ✚ **HEALTHCARE & LIFE SCIENCES**
- ✚ **TRAVEL, TRANSPORTATION & HOSPITALITY**
- ✚ **AUTOMOTIVE**
- ✚ **MANUFACTURING**
- ✚ **LIFE SCIENCES**
- ✚ **CONSUMER & RETAILS**
- ✚ **TECHNOLOGY, MEDIA & TELECOMMUNICATIONS**
- ✚ **CAPITAL MARKET & FINANCIAL INSTITUTIONS**
- ✚ **ENERGY, UTILITY, OIL & GAS**





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#### **OUR PAN INDIA AND GLOBAL PRESENCE**

<b>AHMEDABAD</b>	<b>MUMBAI</b>	<b>DELHI</b>
<b>BENGALORE</b>	<b>SINGAPORE</b>	<b>DUBAI</b>

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#### **YOU CAN REACH US AT...**

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