



# COMPANY OVERVIEW

2024



# We help our global clientele with custom research and analytics solutions....

**200+**

global clients

**700+**

projects

**75+**

countries covered  
through research

**20+**

languages

**125+**

knowledge architects,  
researchers and  
data analysts



 Clients

 Operations and Clients



sustaining  
competitiveness



accelerating  
growth



increasing  
profitability

# ...through our different enablers



## Understanding clients' needs



- Understanding problem statement
- Formulating hypothesis and structuring the problem

## Undertaking a problem-solving approach



- Devising research approach & plan
- Managing project timelines

## Generating actionable insights



- Conducting data-driven analysis
- Synthesizing and syndicating with the client



## Secondary Research



- Desk research
- Business databases (e.g. Factiva, FactSet, Crunchbase, Tracxn, Profound, Trade Atlas, Lusha, Orbit Questel, etc.)
- Web Scraping

## Primary Research



- Stakeholder interviews
- Expert interviews
- B2B and B2C surveys

## Data Modelling



- Market size estimation
- Cost-benefit analysis
- Demand forecasting

# We provide flexible and scalable solutions across key functions....



## INDUSTRY INTELLIGENCE

- **Markets**
  - Opportunity Assessment
  - Dynamics
  - Entry & GTM
- **Competition**
  - Strategic Review
  - Benchmarking
- **Supplier**
  - Identification
  - Intelligence
  - Monitoring



## CUSTOMER INTELLIGENCE

- **Prospects and Customers**
  - Identification and Segmentation
  - Buyer Personas
  - Account Intelligence
- **Brand**
  - Needs and Preferences
  - Challenges and Pain-Points
  - Usage and Attitude



## SUSTAINABILITY INTELLIGENCE

- **Material Greening**
  - Ingredients
  - Packaging
- **Energy Transition**
  - Renewables
  - Green Transport and Logistics
- **Waste Management**
  - Monetisation Opportunities
  - Decarbonization Studies



## DATA & PUBLISHING

- **Data Management**
  - Consolidation and Cleaning
  - Transformation and Enrichment
  - Analysis and insights
  - Automation
- **Data Visualization**
  - Dashboard Development
  - Reporting
- **Design and Publishing**
  - Storyboarding
  - Infographics
  - Creative Design

# Industry Intelligence Solutions



## Market Intelligence

- Opportunity Assessment
  - Market Sizing and Forecasting
  - Gap Analysis
- Market Dynamics
- Market Entry & GTM



## Competitive Intelligence

- Competitor Strategic Review
- Analysis and Benchmarking
  - Sales and Distribution
  - Product/Service
  - Pricing
  - Financial
  - Social Media



## Supplier Intelligence

- Identification and Shortlisting
- Supplier Due-Diligence
- Risk Assessment
- Sourcing Best Practices and Trends

## IMPACT STORIES

01

Supported a client in the home and personal care business in strategizing its market entry in five countries by assessing market size across different B2B segments (hotel, laundromat, facilities), benchmarking distribution channels and pricing intelligence for key players in the respective markets

02

Helped a leading beverage manufacturer gain insights into the GTM strategy and execution standards of a leading energy drinks brand across all distribution channels. The key focus revolved around the evolution of RTM and the portfolio strategy of the player with the introduction of the energy drink brand

03

Helped a global home and personal care manufacturer in identifying and benchmarking suppliers of sustainable flexible packaging across target countries. The key focus revolved around supplier's techno-commercial capabilities

# Customer Intelligence Solutions



## Prospect and Customer Intelligence

### B2C

- Identification of Buyer Personas
- Prioritization and Segmentation
- Behaviour

### B2B

- Identification and Shortlisting
- Organisation Structure and Decision-making process
- Intent Gauging
- Account Intelligence



## Brand Perception

- Needs and Preferences
- Challenges and Pain-Points
- Usage and Perception
- Experience

## IMPACT STORIES

01

Supported a UK-based health & wellness brand to assess customer attitude towards vitamins/mineral supplements in India. It aimed to define key target customer segments based on their health priorities, product preferences, price sensitivity, sales channel availability, and other key factors feeding into their buying decisions.

02

Helped a leading FMCG player benchmark the Terms of Trade (ToT) between leading tea brands and their key modern trade and e-commerce customers. The analysis included a deep-dive study on the planogram strategy, channel strategy, partner margins, and ToT components (base margins, schemes, discounts, promotion, visibility, etc.)

03

Supported an OEM of digital cameras to understand the need gaps of one of their largest consumer segment in a target country (wedding photographers). The analysis was targeted at need gaps and whitespaces for development of new features or products, brand transition pattern and usage of camera and accessories

# Sustainability Solutions



## Material Greening

- Greening existing ingredients, packaging materials to reduce carbon footprint
- Replacing high carbon footprint causing materials with suitable alternates



## Energy Transition

- Energy optimization opportunities in the existing manufacturing processes
- Opportunity to green the energy portfolio
- Partnerships and collaboration



## Waste Management

- Identifying regulations, best practices, and partners to Reduce, Reuse, Recycle, and Rejuvenate with focus on:
  - Metal
  - Plastic
  - Municipal solid waste
  - Water

## IMPACT STORIES

01

Understanding biotech and plant-based technology and patent landscape for materials/ingredients with functionalities such as surfactants and colorants in the home care segment to help the client renovate its products with green materials/ingredients.

02

Helped a Middle Eastern consultancy in assessing sustainable developmental projects in the MENA region, understanding HNI preferences and benchmarking operations, infrastructural development, and best practices, enabling the client to refine their strategies and project goals.

03

Supported a UK-based advisory firm in mapping Scope 3 emissions for the health & wellness sector, identifying decarbonization opportunities, and developing a model to track at the micro-level and reduce long term product-level emissions.

# Data & Publishing Solutions



## Data Management

- Data consolidation, audit, and harmonization
- Data transformation and enrichment
- Data Analysis and Insights
- Automation and Efficiency Solutions



## Data Visualization

- Dashboard development and Graphical user interface to display KPIs, metrics, and key data points (PowerBI , Tableau)
- Reporting



## Design and Publishing

- Creating an impactful storyboard
- Visual representation of the gathered data and insights (Infographics)
- Creative Design for varied formats (PowerPoint, Word, In-design, HTML)

## IMPACT STORIES

01

Designed a comprehensive MIS for a QSR chain, with data integration, validation, and structure to create a unified system. The MIS consolidated metrics from varied business functions into an interactive dashboard, bridging gaps in the client's previous reporting. This structured approach allows the client to analyze operational performance effectively.

02

Assisted a Market Research firm by developing a Tableau dashboard to visualize survey data on investor confidence. The dashboard provided dynamic visuals and filters based on factors like company size and location, helping the client measure confidence, analyze obstacles, and understand respondent priorities.

03

Supported a management consulting firm's marketing team by creating presentations and newsletters. This enabled the client to publish timely insights on macroeconomic factors, sector trends, and industry data, enhancing the impact of their marketing initiatives.



# ....supporting leading organizations with our varied engagement models

## Engagement Models



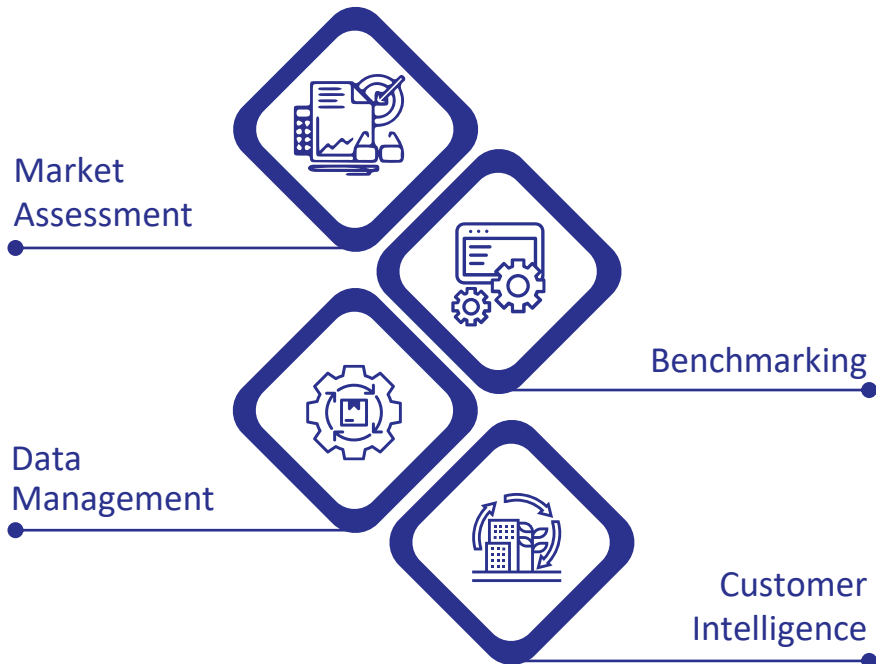
### FTE Engagement

- Dedicated full-time resource/(s)
- Suitable for continuous requirement of research support
- No loss of knowledge, zero start up time



### Project-based Engagement

- Fixed price & fixed scope on-demand model
- Suitable for one-time requirement of customized research support
- Typical projects include market sizing, Industry landscaping, and growth strategies



## Select Projects

- Helped a global research firm evaluate the EU5 e-commerce market for a leading Consumer & Retail client. Delivered insights on market size, trends, and competitor strategies, enabling the client to refine its GTM strategy and strengthen positioning for the EU5 nations and beyond
- Assisted a professional networking company in analyzing Europe's job board landscape, highlighting market dynamics, key players, offerings, customer perceptions, and investment trends. Insights supported sales strategy refinement and enablement across European markets
- Analyzed the competitive landscape of cross-border payments across 11 markets. Examined market structure, major players, pricing strategies, payment types, regulatory trends, and emerging business models to provide insights on growth opportunities and competitive positioning.
- Assessed the feasibility of a Middle East regional office for a payment solutions provider through market analysis, expert interviews, and competitive intelligence, identifying opportunities, market drivers, disruptions, and strategic positioning in financial crime and payment solutions
- Analyzed fleet maintenance practices across three customer segments in multiple countries through research and interviews, uncovering challenges, service preferences, and opportunities for mobility services to enhance efficiency and minimize downtime

# OUR FOUNDERS



## Ashish Gupta

Founder & CEO

25+ years of experience in Consulting and KPO Services

- Prominent leader and a global knowledge services visionary who coined the term “Knowledge Process Outsourcing”
- Founder and trustee of Ashoka University and Plaksha University
  - Co-founder, former COO and Global Business Unit Head of Financial Services of Evalueserve (grew the company strength to 3,500+ employees)
  - Former Engagement Manager at McKinsey
- B. Tech. from IIT Delhi; MBA from Carnegie Mellon University; Senior Executive Leadership Program Graduate from Harvard Business School



## Puja Gupta

Co-Founder & COO

20+ years of experience in Delivery and Operations

- Vast experience in business research and analytics, traditional and new media, and education
- Former Director of Operations at Mentora Institute (managed India operations, global delivery of leadership development programs and development of its digital learning platform)
- Core member of the launch team of Discovery Channel in India and supported the Affiliate Sales function with research for the distribution of the channel across the country
- B. Tech. from IIT Delhi; M.S. from University of Pittsburgh

# OUR CLIENT EXECUTIVE TEAM



**Madhurima Singh**

Senior Director, India

- 16+ years of experience, with expertise in Consumer Insights, Consulting and Market Intelligence projects
- Led the Market Intelligence and Consumer Insights practice in the financial services BU at Evalueserve



**Anurag Mishra**

Director, India

- 15+ years of experience with sector expertise in CPG, having worked with Fortune 100 clients across North America, Europe, Latin America and APAC regions
- Extensive experience in collaborating with cross-functional teams to co-create business solutions



**Dr. Priyal Bisht**

Senior Director, India

- 18+ years of experience in research, operations, strategy, and innovation management
- Former Global Operations Head for IP and R&D team at Evalueserve
- Established a Centre of Excellence (COE) for Safety and Regulatory Affairs



**Mukti Kharga**

Senior Director, Middle East

- 20+ years of experience in strategy and business insights
- Expertise in operations, client relationships and people management
- Led a large team in the financial services BU spread across different centre's at Evalueserve



**Suchi Gupta**

Director, UK

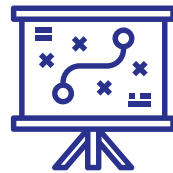
- 15+ years of experience in strategy, business research and analytics
- Expertise in client relationship building and problem solving
- Extensive experience in managing global cross-functional teams to deliver targeted solutions

# CASE STUDIES

LEARN HOW WE WORK WITH OUR CLIENTS



Objective



Approach



Impact

# Assessing Market Opportunity for Personal Care and Surface Care Products

 A Consumer Goods Firm

 Consumer & Retail

 Market Studies

## Objective and Scope



The client, a multinational consumer goods company, wanted to understand the market opportunity for personal care and surface care products in various business categories across multiple countries. For this, it sought Benori's support to assess the following:

- Market size of personal care & surface care products in three countries - the UK, the US and Philippines
- Consumption patterns & brand preferences of different business categories such as hotels, laundromats, janitorial services, restaurants, garages and Sodexo like services
- Potential opportunity areas based on business categories and geographical regions for each country

## Approach



We conducted secondary research to get information on the various business categories, market trends, and established players in each category. We also conducted primary and expert interviews to understand consumption patterns, quality of products required, price points, channel of purchase and brand preference among various business categories. Based on the information, market size models were created for each business category in the countries.



Secondary Research



Primary Research



Data Modelling



## Impact

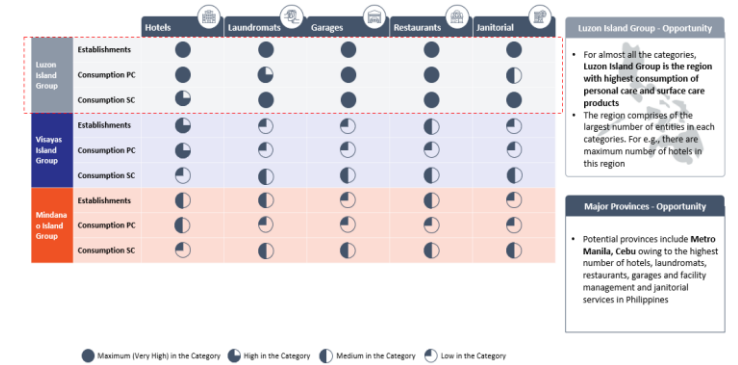


The research helped the client in taking strategic business decisions by understanding:

- The overall market size in terms of consumption and value for personal and surface care product categories
- The top players that dominate personal and surface care product category in the B2B space
- The potential regions with opportunity in the business categories; and other details such as pricing and major brands

## SAMPLE OUTPUT

### Regional Consumption



### Top Hotel Brands - Insights

Wyndham, Marriott, Hilton, IHG, and Hyatt are the major hotel chains operating in the USA

- Around 70% of the rooms in the USA are classified under rooms of chain hotels and remaining as independent
- These chains have their majority of hotels in the states of Texas, California and Florida
- Wyndham's brands Baymont, Ramada and La Quinta fall under 2-star category, Wyndham Garden into 3-star category and Wyndham Hotels and Resorts in 4-star category
- Marriott's brand Fairfield Inn & Suites falls under 3-star category and Courtyard into 4-star category
- Hilton's Hampton falls under 3-star category




Majority of hotels including big chains are replacing their mini plastic bottles of hotels toiletries. In 2019, California passed a law which bans travel-sized toiletries that will take effect in 2023. It will first apply to hotels with more than 50 rooms. Hotels with less than 50 rooms should stop using single use plastic bottles by 2024. New York also passed a law to ban single use plastic toiletries.

- It was estimated that Marriott International can eliminate 500 million plastic toiletries bottles per year from all their hotels. The company has 7000 properties around the globe and 5540 properties in the USA.
- Hyatt Hotels Corporation has also planned to reduce their plastic consumption by replacing travel-size toiletries like shampoo, shower gel, conditioner and lotion to large-format bathroom amenities
- InterContinental Hotel Group is also working towards replacing the tiny bottles with refillable large-format containers

# Evaluating GTM and Operational Strategies for an Energy Drink Brand in India

 A Food & Beverage Company

 Consumer & Retail

 Competitive Intelligence

## Objective and Scope



The client, a leading global beverage company, was looking to explore the optimal practices related to the GTM strategy and execution standards in the energy drinks segment for a key player in India. It wanted to assess the best practices adopted by the player, and sought Benori's support to:

- Analyse the overall sales by distribution channel, region, and pack type to identify market performance and opportunities
- Evaluate the Route to Market (RTM) structure and channel strategies to optimize margins and Terms of Trade (ToT)
- Identify investment best practices and assess partner engagement for improved performance

## Approach



Our approach involved conducting a thorough examination of sales-related aspects and an in-depth analysis of the RTM Strategy and ToT. We conducted secondary research to explore the assortment mix, promotional strategies, sales composition and other relevant details. We then carried out primary research, conducting interviews with the relevant stakeholders to evaluate granular details around the RTM strategy, its evolution overtime, engagement terms with the channel partners as well as the changes in the player's sales organization structure and product portfolio segmentation to support the RTM strategy.



Secondary Research



Primary Research



Data Modelling

## Impact



The research helped the client in:

- Gaining a competitive advantage through a detailed understanding of competitors' RTM strategies
- Formulating the growth plan for their own energy drinks segment in India
- Making informed decisions and strengthening negotiation power with channel partners

## SAMPLE OUTPUT

### Distribution Models Overview

A consistent distribution model for the entire beverage portfolio varying by urban and rural geographies with associated differential margins...

Geography	Distributor Led		Indirect Distribution	
	Distributor Led (distributor catering to 'Y' outlets with avg. throughput of X cases per year)	Hub & Spoke (low population villages with X outlets per village and an avg. throughput of X cases per year)	Wholesale (low throughput per store, X% demand in urban and X% demand in rural areas is fulfilled via wholesaler)	Distribution via C&F (regions posing difficulty in distribution owing to the terrain such as State F & State G)
% Contribution				
Overall India	X%		X%	X%
Player A Leader* Markets	X%		X%	
Player A Challenger* Markets	X%		X%	
Total Margin				
Urban**	X%	X%	X%	X%
Rural	X%	X%	X%	X%


Currently, the margins for the energy drink brand and other beverage brands for Player A are similar, however, during the initial launch, the channel partners were incentivized with additional margins – distributor and wholesaler (X%) and retailers (X%) as well as schemes such as X bottles free per case in urban areas


### Portfolio Strategy Evolution

Evolution of the Player's Portfolio Strategy



# Technology, Product and Partner Landscape of Sustainable Rigid and Flexible Packaging

 A Consumer Products Firm

 Consumer & Retail

 Market Studies


## Objective and Scope


The client, a global FMCG company, wanted to assess their readiness around sustainable packaging by looking at related dynamics in the space across industries. For this, it wanted Benori's support in:

- Identifying technology, product and partners providing scalable solutions for rigid and flexible packaging
- Shortlisting solutions that are recyclable by design, environmentally compostable, have low carbon footprint and zero fossil fuel feedstock approach

## Approach

- The research included information capturing around technologies, patents, products, and start-ups in the rigid and flexible sustainable packaging space. We also looked for various universities and their research work in this field.
- The partner scouting was conducted using primary research to understand how these universities, start-ups and other companies have invested in sustainable packaging and gathered insights to support the client's requirement.

 Secondary Research

 Primary Research

 Data Modelling

## Impact

The research helped the client to take strategic business decisions towards capability building in following areas:

- Superior Recycled materials for Rigid (HDPE, PP, PET)
- Fully Recyclable Flexibles
- Non-persistent Biodegradable Flexibles

## SAMPLE OUTPUT

### Shortlisting and Ranking – Partner Study

*Scouted companies prioritized based on rigid recyclable technology framework*

*The XYZ recycling technology helps in maximizing the recycling & improved quality resins*

Major companies	Technology type	Technology name	Stage of technology	Challenges overcome	Rank output	Industry Application
A	Recycling technology	Process technology	High	Produces high quality recycled PET & HDPE resin		Multiple Industries
B	Washing Technology	Process technology	High	Improving washing of PET, PO Reducing the requirement of virgin plastic		Multiple Industries
C	Process technology	Process technology	High	The technology enables conversion of plastic into polyester fibers		Multiple Industries
D	Process technology	Process technology	High	Difficult to recycle single use plastic regenerated into a higher strength reinforced plastic		Electrical Appliance, Automobiles, Furniture
E	Conversion technology	Process technology	High	The technology enables recycling of plastics		Chemical Industry

### Shortlisting - Universities

*Universities*

(1/3)


*Universities collaborate with companies to provide support in sustainable packaging solutions*


Major Universities	Research Area	Development stage	Collaborations	Challenges overcome	Industry application
A	Non-toxic layered double hydroxide nanoplatelet dispersions	Low	A & B university of chemicals opened pilot plant for synthesis of nano-material	Creating gas barrier	Chemical industry
B	Recyclable paper-based packaging. Improving Recycling current stream of plastic. Alternative materials for packaging	Depends on project	The university has collaborated with A, B, C for packaging solution	Creating circular flow of material by using alternative materials Increasing the PCB levels of plastic waste	Packaging industry
C	Extraction chitin	Low	The food science technology program at XY is collaborative effort with W University & research	The process developed is a sustainable method to extract chitin	Packaging, Material
D	Polyolefin recycling	Medium	The invention team is collaboration with School of engineering technology to commercialization of technology	Reducing the energy used in chemical recycling Commercially viable solution towards recycling	Plastic recycling



# Examining India's Dietary Supplement Preferences to Strategise Market Entry

 A Health & Wellness Firm

 Consumer & Retail

 Customer Insights (B2C)

## Objective and Scope


The client, a UK-based Health & wellness firm, was looking to expand into the Indian dietary supplements market. It wanted to understand consumer behaviour and preferences regarding Vitamins, Herbals, Minerals, and Supplements (VHMS), and sought Benori's support to:

- Understand consumer requirements regarding VHMS in the Indian market
- Assess the buyer behaviour, brand preferences, and attitude towards wellness
- Help enhance marketing strategies, tailor product offerings, and optimise communication methods

## Approach

We carried out extensive primary research, conducting interviews with experienced influencers such as doctors and nutritionists, along with retailers/pharmacists to identify and better understand the client's potential target demographic. This was followed by 6000+ surveys across the Metros and Tier I cities of India, across a varied sample size to gauge consumer preferences. Lastly, we conducted In-depth interviews with consumers to fill in information gaps.

 Secondary Research

 Primary Research

 Data Modelling

## Impact

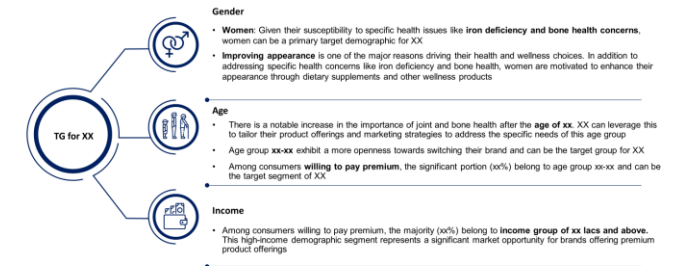
The research helped the client in:

- Developing marketing strategies tailored to match evolving consumer preferences
- Understanding innovations in product design and development to directly address unique consumer requirements
- Identifying optimal sales and communication channels for enhanced consumer engagement

## SAMPLE OUTPUT

### Assessing the Target Market

#### Target Group for XX



### Addressing the Brand Familiarity Gap

Addressing the gap in low familiarity of XX among consumers can be achieved through increased brand recall, enhanced availability and showing product efficacy by quantifiable results

#### 01 Creating awareness

- Awareness of XX among consumers is currently very low, at just X%
- Increasing awareness of the brand would be instrumental in aiding brand recall and allowing XX to leverage its positive attributes and proven legacy

#### 02 Channels to create awareness

- XX can strategically leverage endorsements from celebrities or sports figures through social media and television advertisements to enhance awareness and brand recall
- Consumers trust recommendations from their known doctors and nutritionists when buying VHMS products
- XX can partner with healthcare professionals, and using their expertise and credibility, they can establish trust with consumers

#### 03 Building trust among consumers


- Consumers may feel cautious about trying a new brand due to familiarity with their current one or concerns about potential side effects
- Providing real-life testimonials supported by verified claims can help build trust in the brand, encouraging consumers to try the product in smaller portions to gauge its efficacy

#### 04 Purchasing channels to focus

- The traditional approach to buying VHMS products via local pharmacies has been influenced by their proximity to consumers' homes
- Further, the rise of e-commerce has led to a significant increase in demand for VHMS products online, offering consumers the convenience of purchasing from anywhere, anytime
- To meet this demand, XX can enhance product accessibility by adopting an omni-channel strategy
- India's VMS market dominates OTC categories. Initially, professional recommendations drive usage, but consumers switch to repeat OTC purchases once familiar with a brand. Growth stems from robust brand recall and rising focus on self-care and preventive health.

# Understanding User Need Gaps of Wedding Photographers

 A Camera Manufacturer

 Consumer & Retail

 Market Studies

## Objective and Scope

The client, one of the largest OEM of digital cameras across the globe, wanted to understand the need gaps of one of their largest consumer segment in India – wedding photographers. It wanted Benori's assistance in conducting online surveys, in-depth interviews, and focused group discussions with wedding photographers across India. The key objectives of the study was to:

- Identify need gaps and whitespaces for development of new features or products
- Understand and analyze the brand transition pattern
- Gauge the usage of camera and accessories

## Approach

We conducted an online survey among wedding photographers in Tier 1, 2, and 3 cities across the country. The sample represented a mix of respondents earning from INR 10,000 to more than INR 2 lakhs per wedding. We also conducted in-depth telephonic interviews and focused group discussions with the photographers. We analyzed the data to generate insights around need gaps, brand transition, and usage of accessories.

 Secondary Research

 Primary Research

 Data Modelling

## Impact

The study helped the client to

- Gauge expectations of wedding photographers from OEMs across different tiers and regions
- Identify whitespaces for the development of new products and features
- Identify which competitor brands are gaining or losing users and why

## SAMPLE OUTPUT

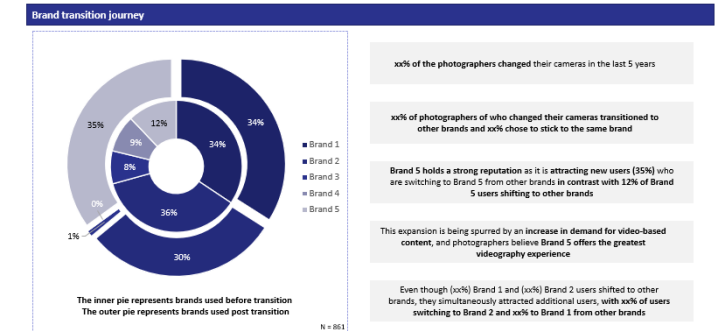
### Overall experience with the camera

Promising features of Brand 1 cameras are face detection and direct light shoot


Overall experience with the camera			
User perception	Brand 1	Brand 2	Brand 3
Product performance	👍👍👍👍	👍👍👍👍👍	👍👍👍
Weight	👍	👍👍👍👍	👍👍👍
After sales	👍👍👍	👍👍👍👍	👍👍👍👍👍
Low light performance	👍👍👍👍	👍👍👍👍👍	👍👍👍
Autofocus	👍👍👍👍	👍👍👍👍👍	👍👍👍
Battery life	👍👍👍👍	👍👍👍👍	👍👍👍👍
Image Stabilisation	👍👍👍👍	👍👍👍👍	👍👍👍


### Brand transition

Brand 5 has gained 3X users in the past 5 years owing to its better videography



# Identifying and Mapping Scope 3 Emissions for Decarbonisation Strategies

 An Advisory Firm

 Industrial & Manufacturing

 Waste Management


## Objective and Scope

The client, an advisory firm based in the US, aimed to support its client in managing their scope 3 emissions for two key product categories: Health & Wellness and MedTech. It sought Benori's support to:

- Build a model to quantify scope 3 emissions at a product level by analysing its components at a molecular level and aligning them to established emission factors
- Identify decarbonization opportunities for scope 3 emissions in the Health & Wellness and MedTech sectors, including case studies from industry leaders in these product categories

## Approach

Our approach was to analyse the products at a molecular and component level, and find suitable proxies for materials lacking documented emission factors. Using free and paid databases, industry reports, articles, company websites, and blogs, we identified the components/molecules and their emission factors, additionally gathered information on key decarbonization levers from multiple sources and developed case studies from key businesses in the industry.

 Secondary Research

 Primary Research

 Data Modelling

## Impact

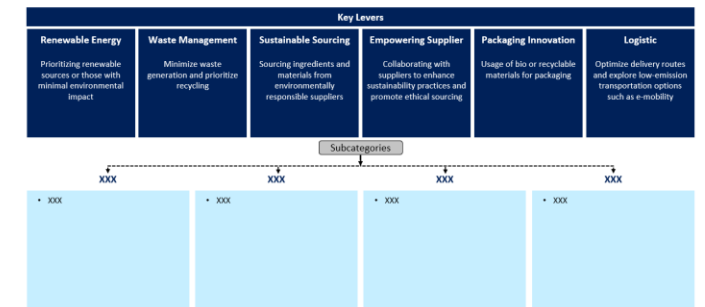
The research helped the client in:

- Understanding the molecular composition of products and their carbon emissions, to track Scope III emissions
- Identify decarbonization strategies and examples to understand industry leaders' initiatives and long-term goals for reducing carbon footprints over the next 5, 10, and 15 years

## SAMPLE OUTPUT

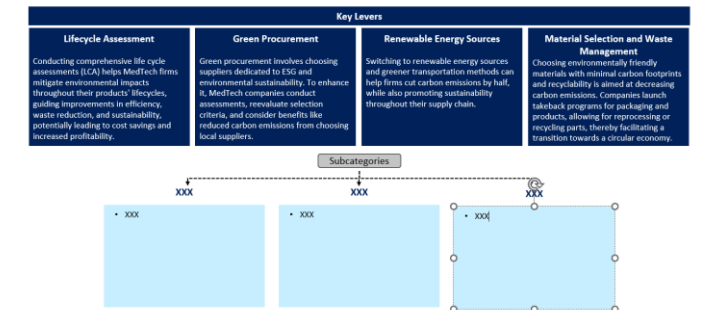
### Health and Wellness - Overview

#### DECARBONISATION LEVERS – HEALTH AND WELLNESS CATEGORY




### MedTech - Overview

#### DECARBONISATION LEVERS – MEDTECH



# Creating and designing of marketing newsletters and presentation

 Management Consulting Firm

 Professional Services

 Content support


## Objective and Scope

The client, a leading management consulting firm, wanted Benori's help in creating content for its internal marketing team. The client wanted Benori to work on the following types of content:

- Presentation showcasing the marketing initiatives and media mentions of the firm
- Monthly newsletters portraying the initiatives undertaken by the marketing team

## Approach

We started by analyzing the data shared by the client to bring out meaningful insights. Then, we created a design template in consultation with the client. Once the template was finalized, we started adding the requisite data to the template. Finally, the documents went through editorial review and design team to make them ready for publishing.

 Secondary Research

 Primary Research

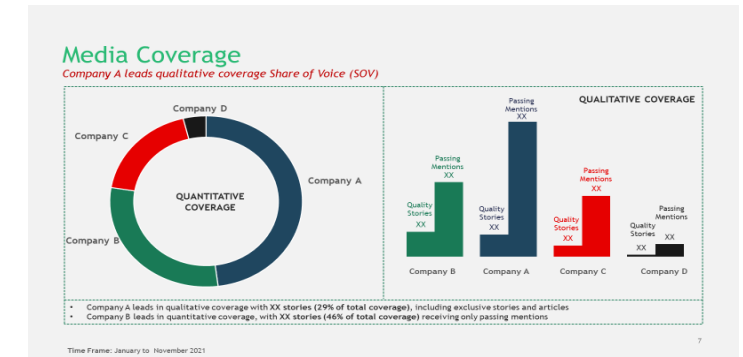
 Data Modelling

## Impact

The exercise helped the client to get well-structured and ready to publish content. The client could easily send out these contents as part of their monthly/quarterly activity without facing any roadblocks.

## SAMPLE OUTPUT

### Marketing Presentation




### Monthly Newsletter



# Assessing the Potential of Real-World Evidence (RWE) Solutions in the Healthcare Industry

 A Private Equity Firm

 Healthcare

 Due Diligence Support


## Objective and Scope


The client, a leading PE firm, wanted to conduct commercial due diligence (CDD) for one of its portfolio companies operating in the healthcare domain. The focus of this exercise was on a Real-World Evidence (RWE) company. For this, the client sought Benori's support to understand:


- The total addressable market of RWE solutions and market growth drivers including regulatory push from the FDA to include RWE in submissions made to them
- The key reasons for outsourcing RWE activities and the key buyers of these solutions
- The competitive landscape and recent M&As in the industry

## Approach

Benori conducted in-depth secondary research to collate, validate and triangulate the information required for the market size estimation of the RWE industry under different categories. We identified key growth drivers, inhibitors, recent trends, and regulatory developments. In addition, we conducted multiple expert interviews to validate the information on the total addressable market size and future prospects of the industry.

 Secondary Research

 Primary Research

 Data Modelling

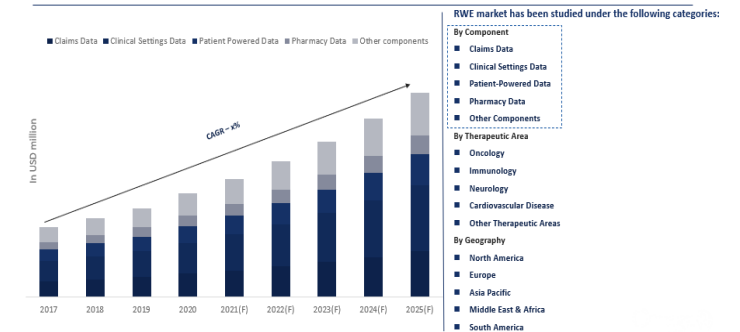
## Impact

The study helped the client to go ahead with the acquisition as they gained an understanding of the following:

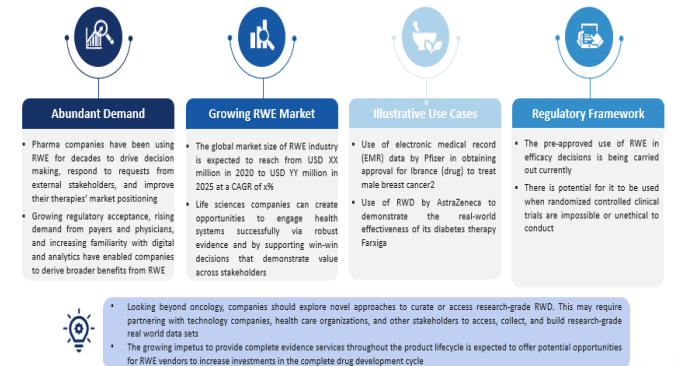
- Overview of the RWE industry and its addressable market
- Key growth drivers and detractors of the industry and regulatory changes impacting the deal scenario
- Competitive landscape and the impact of COVID-19 on the industry

## SAMPLE OUTPUT

### Market Size of RWE Industry




### Key Takeaways from RWE Market Assessment



# Creating Tableau Dashboard for Investor Confidence Survey

 Market Research

 Professional Services

 Dashboard Development

## Objective and Scope



The client, a leading Market Research firm, wanted to build a tableau dashboard to visualize data from a periodic survey it conducted for measuring investor confidence. For this, it sought Benori's support in creating a dashboard in tableau based on the survey data with the following features:

- Different visuals/views based on elements such as size of company, sector, location, etc.
- Various filters to make the charts/graphs dynamic and user-friendly


## Approach



Benori developed an end-to-end data extraction, management and visualization application for the client. To develop the dashboard, we mapped the survey data with relevant KPIs, extracted the relevant KPIs (dimensions and measures) and designed the framework to finalize the required visualization. We supported the entire process of solution design, data enablement and visualization through a structured consultative and phased approach.

 Secondary Research

 Primary Research

 Data Modelling

## Impact

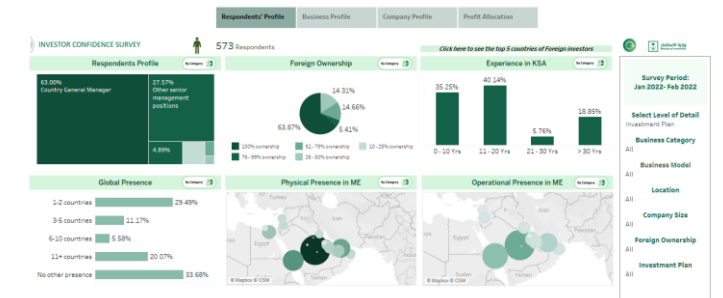


The dashboard helped the client in:

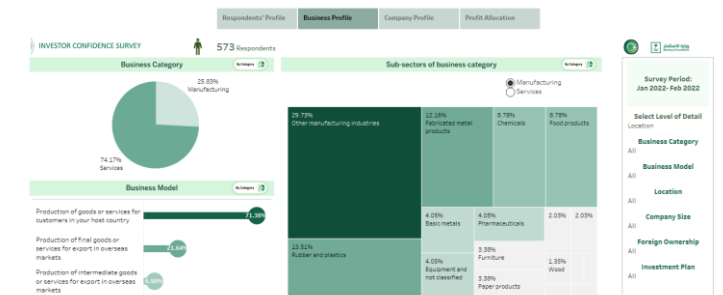
- Measuring the investor confidence of respondents
- Analyzing the obstacles faced by respondents
- Developing an in-depth understanding of respondents' views by company size, business models, location and their priorities for investment in next 3 years

## SAMPLE OUTPUT

### Sample Output 1




### Sample Output 2



# Creating an Integrated MIS for a Branded QSR Chain

 A QSR Chain

 Consumer & Retail

 Data Solutions


## Objective and Scope

The client operates a branded chain of small-format quick-service restaurants (QSRs). Its existing MIS was maintained on a standalone basis and provided a high-level overview only. This made it difficult to derive cumulative insights and take informed decisions.

The client wanted Benori's help in creating an integrated and granular MIS. It proposed to use data-driven insights from this MIS to take growth-oriented decisions.

## Approach

We created an integrated finance MIS which would record and evaluate information such as inventory wastage, sales growth, highest selling item, cash flow from operations, and profitability and efficiency measures on an ongoing basis. The information was represented in the form of dashboards to enable visual analysis.

 Secondary Research

 Primary Research

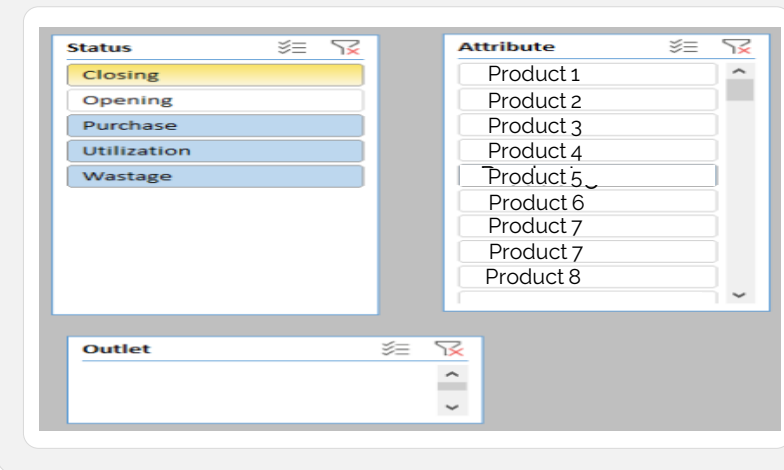
 Data Modelling

## Impact

We helped the client in developing an integrated dashboard which:

- Filled the gaps of the previous reporting system
- Helped the client understand its operational performance and assisted in tracking and focusing on inefficiencies in the business process

## SAMPLE OUTPUT



Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

## Powering Growth Through Knowledge



[info@benoriknowledge.com](mailto:info@benoriknowledge.com)



[www.benori.com](http://www.benori.com)

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