

## Domain Expertise

Our consultants have established domain expertise in the following industries.

- IT & ITeS
- Discrete Manufacturing (Automotive, heavy industry, etc)
- Process Manufacturing (Pharmaceuticals, Chemicals, Sugar, etc)
- Banking and financial services
- Hospitality
- Healthcare
- Government services
- Utilities
- Real Estate and Construction
- Retail
- Educational Institutions
- Trust, Charities and Developmental organizations
- Scientific and R&D Organization



## Representative Client Engagements

- Microsoft: Strategic advisory on hosted model for exchange, software products and other applications market strategy
- Infocomm Development Authority, (IDA) Singapore: Attracting Indian R&D companies to Singapore, Market entry advisory on e-governance and telecom markets in India
- Progressive Infotech Ltd: Service mix, market entry strategy for MENA region
- Crossdomain Solutions: Restructuring Payroll and Accounting Division, Hosted payroll process, pricing and go-to-market strategy
- Newgen Software: Sales process improvement, branding organizational restructuring
- Srishti Software: Branding, promotion, partner management for WCM product
- Superseva: Product strategy, Branding, alliance management, geographic expansion
- Mindmill Software: Sales process reorganization, control & measurement system deployment.

Our engagement models vary from short term specific outcome based projects to long term multi-year broad spectrum impact projects.

## Some of our clients include:

- Aghreni Technologies
- AM Technologies
- Brio Telecom Pvt Ltd
- Cross Domain Pvt Ltd
- Glowmantra
- IDA Singapore
- Maveric Systems Pvt Ltd
- Microsoft
- Mindmill Software Pvt Ltd
- Newgen Software Pvt Ltd
- Progressive Infotech Pvt Ltd
- Srishti Software Pvt Ltd
- Superseva Pvt Ltd



- Bangalore
- Dubai
- Mumbai
- Singapore
- San Francisco
- Toronto

For any queries, please contact:

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# Browne & Mohan



## YOUR KNOWLEDGE PARTNER

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

## About Us

Browne & Mohan is an international consulting firm advising clients in strategy, operations, marketing, services, technology, and mergers and acquisitions. We bring more than 20 years of experience, knowledge and valuable business insights advising private firm and government organizations. With offices in India, and partner offices in Dubai, USA, Canada and Singapore, we bring together multi-cultural expertise and best practices across countries, industries and verticals.

## Our Offerings

Our service offerings are primarily focused around three practice areas: Strategy & Marketing consulting (SMG), Financial consulting (FG) and Supply Chain & Operations Consulting (SOG)

Strategy & Marketing practice covers corporate strategy, key resource audit, diversification, divestment & strategic alliance. The group also advises on Sales structure and incentive design, reporting and sales reviews, customer value mapping, pricing, promotion strategies, branding, brand communication and organizational design.

Financial consulting practice advises on cost management, preparation of accounting and financial procedure manuals, valuation, and risk management.

Supply Chain & Operations consulting group advises clients on productivity improvement, design and rollout of appropriate supply chain process & controls, process optimization, service mapping, service failure and recovery strategy, cycle time reduction, inventory and warehouse management.

***Strategy & Marketing (SMG) practice has proven expertise in the following areas:***

- Identifying new avenues for growth
- New business models and new products/service diversifications
- Identifying right pricing, segmentation based pricing models
- Improving sales planning, forecasting, sales process
- Brand creation, brand messaging, social media audit, social media strategy
- Partner selection, revenue sharing, discounting
- Go-to-Market (GTM) Strategies
- Organizational transformation to ensure alignment in strategy, policies, structures, incentives & performance
- Business plans, investment and management of capital
- Eliminate barriers for innovation

***Financial consulting (FG) practice has proven capabilities in the following areas:***

- Evaluation of product/service cost, target cost
- Design of “profit Centre” and “Cost centre”, allocations of costs between profit and cost centres.
- Cost allocations across products /services
- Design of appropriate cost management controls & write procedure manuals
- Valuation of the asset or company
- Risk assessment and mitigation strategies, Process changes to improve corporate governance Design
- and roll out of Balanced scorecard

***Supply Chain & Operations consulting (SOG) practice has demonstrated capabilities in the following areas:***

- Improving product/service quality
- Product/service quality audit
- Productivity assessment of team/organization, steps to improve
- Optimization of production/service process,
- Inventory and warehouse management
- Supply chain costs, appropriate designs and controls
- Reduction of Cycle Time,
- Improving delivery performance
- Production planning, control, scheduling

## Unique Offerings

Browne & Mohan distinguishes itself in the consulting market by offering following unique programs

### ***Strategic Growth Workshop***

Strategic Growth workshop helps organization management uncover growth options, and design appropriate systems and processes to manage methods and controls for delivering growth. Companies that are seeking to increase revenue from X to 5X in 3 years, OR companies witnessing stagnant and below industry average growth and seeking new directions OR companies facing resistance from key internal stakeholders for the need and course of strategic realignment

benefit from Strategic Growth Workshop. Strategic growth workshops, anchored by our senior consultants, typically spans over a day and half in a “learning-by-doing” set up and collaborative environment.

### ***Sales Transformation Workshop***

Sales transformation workshop helps organization to assess their current sales structures, incentives, monitoring and control mechanisms, and identify what changes may be required to reach predictable, sustainable and de-risked revenues. The workshops are quick and effective interventions to have qualified experienced professionals evaluate and offer third-party assessment of process and improvements required to garner more ROI from investment in sales organization.

### ***CEO-in Program***

The CEO in-Program™, is a customized “learning-by-doing” immersion program to groom future CEOs through real-life application settings, theoretical sessions and strategy leadership for their own company. It is highly recommended for family owned enterprises, and companies that have few trained business leaders. Based on a MATLOCK framework the program facilitates the smooth transition of uninitiated and untrained adults into the transformative roles of CEOs and business leaders.

### ***Innovation Lab***

Innovation Lab™ is a simulated test rig for new product ideas and processes, and aims to create market-winning products and services using customer centric frameworks and tools. It enables customer walk through, identification of Wow moments of truth, process audits. Innovation lab is recommended for clients who want to uncover latent customer needs, feature mix identification, etc.

## Our Focus

While small & medium business (SMB) is the primary focus of Browne & Mohan, we serve companies of all sizes from large industry leaders to global corporations. We have also advised international development agencies and government departments on restructuring, evaluation of schemes, market entry strategies for their domestic companies into India, attracting foreign organizations to their shores for investment and R&D, etc.