

IMA India
Proprietary Research and Consulting



What IMA Does



Proprietary Research and Business Consulting

IMA carries out research and consulting projects for companies in a wide range of industries, on a commissioned and proprietary basis. Our projects include market research, entry strategy formulation, scenario planning exercises, and a range of investigative assignments on specific business issues or decisions. Besides strong in-house research capability, IMA has extensive professional access to senior industry practitioners, domain specialists and other stakeholders.

Peer Group Forums

IMA operates five membership-based executive briefing services tailored for C-level audiences – the India CEO Forum; the CFO Forum; the Chief Talent Officers' Forum; the CIO Forum; and the CMO Forum. Designed to keep managers abreast of developments in their operating and functional environments, the forums entail a combination of closed-door briefings and peer discussions and insightful research papers and opinions produced through the year.

Conferences and Business Meetings

IMA hosts 6-8 Roundtables a year for C-level audiences, ranging from one-day conferences to 3-day offsite events. All our meetings are hallmarked by strong agendas, authoritative speakers and closed door, highly interactive environments. For delegates, IMA conferences offer valuable learning opportunities while sponsors benefit through attractive positioning, networking and branding opportunities.

CFO Connect[®]

CFO Connect[®] is a first-of-its-kind thought leadership magazine for senior finance managers. Published every month, the magazine leverages IMA's in-house knowledge resources as also contributions from CFOs, academicians and policy makers across domains.

Market research and opportunity assessments

IMA carries out in-depth market studies and opportunity assessments both, for new entrants and for existing players looking for an independent authentication of their market beliefs. Typical projects entail market sizing and segmentation, demand forecasting, industry and distribution analysis, competitor mapping and trend assessments, leading up to the development of a complete go-to-market strategy.

Scenario planning and long term strategy development

The future cannot be predicted, but it can be planned for: this premise underlies the principle of scenario planning. IMA uses the tools of formal scenario planning to help clients anticipate and plan for long term alternatives that can impact their industry, company, or even a single business decision.

Competition, customer and partner assessments

Leveraging its extensive distribution within the corporate and Government domains, IMA has unique capabilities to undertake assignments that entail in-depth input gathering from select audiences. For B-2-B companies, IMA carries out primary customer assessments through C-level interviews and surveys. IMA also undertakes a range of investigative assignments for companies looking to map their competition, identify acquisition candidates or suppliers, or understand Government thinking on critical policy issues.

Custom publishing

For corporate service providers looking to develop intellectual differentiation vis-à-vis competitors, IMA's proposition to create thought-leading research content is a compelling one. Leveraging IMA's independent credibility within the CXO community, co-branded custom published content offers a powerful option to technology and outsourcing vendors, banks and financial institutions.

Our Strengths

The IMA logo consists of the letters 'IMA' in a white, serif font, centered within a red square. The square is framed by a thin white border.

Strong in-house research capability and extensive access to data and archives across multiple sectors and subjects

High quality access within industry and other stakeholders: business executives, independent experts, Government officials and others. Interviews are undertaken as ‘business discussions’ at senior levels, not as mechanical questionnaire-completion exercises, and constitute a valuable resource for gathering opinions and validations

Understanding of top management expectations: from ‘big picture’ analysis to in-depth quantitative market studies

Strong in-house capability for **interview-driven, investigative and strategic research assignments**; field-based projects executed in collaboration with third party field agencies

Client list includes **some of the world’s most prominent companies** across industry sectors...

Our Experience...

Banking and Financial Services

IMA



Some of our projects:

Entry and location strategy, including market sizing and segmentation, for the launch of a new life insurance business in India

Development of a business strategy for agriculture lending for a major foreign bank

Entry strategy, market sizing and segmentation, for a US-based software company offering niche IT solutions to brokerages and custodians

Competitive analysis and intelligence gathering on the operations of foreign banks in India for an European financial group

Comprehensive assessment of investment opportunities in the Indian economy – including key industries and development themes – for an European investment bank

A first-of-its-kind analysis on India's **500 Best Performing Transitioning Medium Enterprises** published as a co-branded thought leadership report

Research-based policy advocacy towards the liberalisation of India's insurance sector

First level **identification and assessment of potential foreign JV partners** for an Indian company's entry into the life insurance sector



EAGLE STAR



Be Life Confident

Chemicals and Pharmaceuticals

IMA



Some of our projects:

Demand estimation and forecasting for plastic consumption in each major user industry for a German specialty chemicals company

Demand estimation and forecasting for plastic consumption in each major user industry for a US-based specialty chemicals company

Demand estimation and forecasting for PET consumption in India for India's largest petrochemical company

Strategic opportunity assessment for three major business divisions of a large US-based specialty chemicals company

First level **identification and assessment of suppliers** of a niche range of chemicals for a US-based chemicals company

Detailed assessment of opportunities and commercial/operating models for **outsourcing of R&D work to India**, for a US-based specialty chemicals company

Research-based advocacy towards a rational policy regime for the Indian textile industry

Research-based advocacy towards a TRIPS-compliant IPR regime in India



EASTMAN



INDO RAMA

Raytheon



Agriculture and Food

IMA



Some of our projects:

Wide ranging assessment and forecast of the agriculture sector, covering all major crops and segments, for a group of agrochemical companies

Development of a business strategy for agriculture lending for a foreign bank

Industry analysis and demand forecasting for crop protection products, towards the refinement of the client's business strategy

Primary assessment of R&D in the plant and animal biotechnology sector in India, and evaluation of partnering opportunities for a US-based agri-biotech company

Market analysis of the Indian dairy sector (focus: infant foods) to evaluate the prospects for domestic production for a Danish dairy company

First level **assessment of acquisition candidates** in the Indian beer industry

Strategic opportunity assessment for the client's India business relating to sourcing, manufacturing and outsourcing in the food and commodities sector

Research-based advocacy towards a rational policy regime for GM crops in India

Research-based advocacy towards a consistent policy on food safety and residues

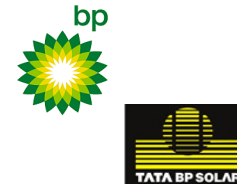
Research-based advocacy for a WTO-compliant duty regime for alcoholic beverages





Some of our projects:

- Country risk analysis and market intelligence** on the energy sector for a UK-based energy company; opportunity assessment in the downstream sector
- Long term steel demand and consumption forecasts** for a global mining company
- Location audit and market feasibility** for a refinery investment by a US company
- Ongoing market reporting and intelligence gathering** for a mining company
- A first-of-its-kind analysis** to quantify the market for solar energy solutions in rural India, as well as to formulate a subsidy and financing scheme by the Government
- Investigative research to gather market intelligence** in India's solar energy sector
- Assessment and evaluation of the prospects for locally manufacturing wind energy turbine blades** in India for a wind energy company
- Risk assessments and intelligence gathering** for projects of mining companies
- Research-based expert testimony** relating to a US-based power equipment supplier's Indian project





Some of our projects:

Comprehensive analysis of the infrastructure sector for a UK-based organisation, entailing an assessment of current performance and identification of regulatory and policy challenges

Market sizing for engineering services for all segments of infrastructure for an European engineering consultancy

Market analysis for container cargo in India for a German shipping line

Economic and trade feasibility assessment, including cargo forecasting analysis, for a proposed sea port on the west coast of India

Market sizing and customer analysis for a major manufacturer of mining and crushing equipment

Market sizing, customer segmentation, competition analysis and partner evaluation in the homeland security sector, towards the development of the India entry strategy of an Anglo-American defence company

Market sizing and identification of acquisition candidates for an elevator company

Competition analysis and short term market forecasts for a US-based electronics and imaging products company





Some of our projects:

Location audit and selection for a new delivery centre for an European IT consulting company and a US-based IT products company

Detailed cost benchmarking analysis for a syndicate of 18 IT and ITeS companies

Entry strategy, market sizing and segmentation, for a US-based software company offering niche IT solutions to brokerages and custodians

Investigative, interview-based exercise to **understand the technology spending priorities of the top management** of India's 50 largest domestic businesses

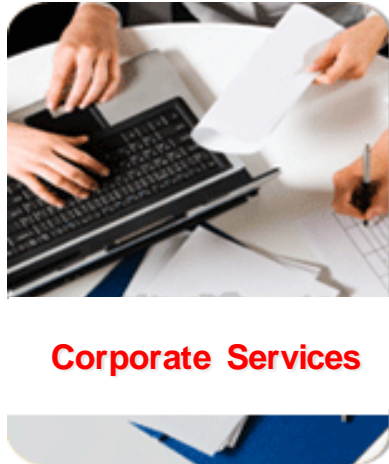
Investigative research to **map out the opportunity in e-governance** in key Ministries, for a US-based IT company

Several **CXO-survey based exercises to gain insights into senior management thinking** on issues relating to business strategy, efficiency, outsourcing and technology usage, published as co-branded thought leadership reports



Corporate Services

IMA



Some of our projects:

Market potential and entry feasibility in the Indian third party administrator (TPA) sector for a French corporate services group

Identification of JV partner and Chairman for a French company's business expansion in the food coupon industry

Entry strategy, opportunity assessment and competitive analysis towards the formulation of an entry strategy for an Australian catering services company

Focussed investigations on the China expansion plans of India's top 50 business houses through C-level interviews, for a China-based consulting firm

Assessment of the market for trade facilitation services in India for a Swiss inspection company; entry facilitation through introductions and advocacy

First level **assessment of the market for corporate training programmes** for an American University

CFO surveys to gain insights into their thinking on cost and productivity issues, published as a thought leadership report for a major outsourcing vendor



Consumer Goods



Some of our projects:

Identification and evaluation of suppliers for durables and household appliances for an Australian durables company

Industry analysis and **growth forecast for all segments of the automotive sector**

Feasibility assessment for high-ticket manufacturing investments in India for a Japanese consumer electronics company

Policy research and recommendations based on analysis of gold buying and savings behaviour of Indian households

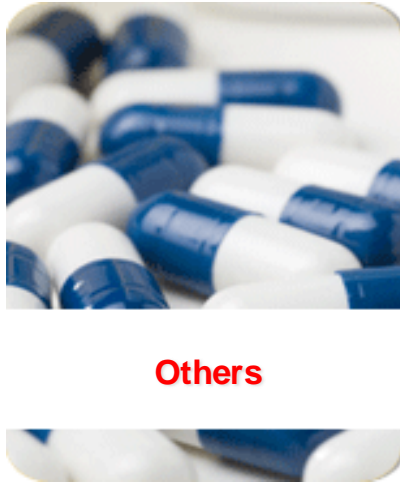
Market sizing and segmentation analysis for a US-based cosmetics company and a US-based lingerie manufacturer

Strategic assessment of opportunities in sourcing, manufacturing and outsourcing in the food and commodities sector, for a US-based food company

White paper on the Indian direct selling industry and recommendations towards a conducive policy regime for the industry

Research-based lobbying towards rational and consistent tariff regimes for the aerated beverages, watches, consumer electronics and edible oils industries





Some of our projects:

Assessment of short and medium term prospects of India's tractor industry and the impact of 'Make in India' policy on India's manufacturing sector

Economic and trade feasibility assessment, including cargo forecasting analysis, for a proposed sea port on the west coast of India

Market sizing, customer segmentation and competition analysis for retirement housing in India, for an Indian real estate company

Investigative research to determine the economic constraints on the development of an anti-AIDS vaccine and to suggest appropriate policy responses

Research-based advocacy towards the enactment of a consistent gold policy by the Government

Research-based advocacy towards the adoption of auto-disposable syringes (ADS) in the Health Ministry's immunisation programmes



SHAPING THOUGHT. BUILDING VALUE.



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