

## **AIRA Consulting Private Limited – Partners in Growth ©**

### **About Us:**

AIRA Consulting Private Limited is a Consulting Company exclusively focused on SMEs and based in Mumbai, India. True to our tagline **Partners in Growth ©** we work with organisations that are at the cusp of growth but need consulting assistance to get on to the growth trajectory.

### **Vision:**

**‘To be considered as a partner of Choice by SMEs’**

### **Mission:**

**We will partner with clients  
in the SME space  
to realise their growth potential**

## **Background:**

Small and Medium Enterprises are truly the backbone of any economy. SMEs account for 8% of the GDP of the country. SMEs also play a major role in the exports. Further SMEs employ a large number of people, predominantly unskilled, and hence are critical for ensuring economic prosperity and livelihoods of millions of people.

However over time SMEs do reach a point of inflexion where their core business model does not generate the profits that it used to. Quite often SMEs are stuck with some unique problems that manifest as:

- Stagnant profits
- Slow growth in turnover
- Low profitability despite rising turnover
- Unable to manage timely deliveries
- Customer dissatisfaction
- High employee turnover
- Inability to attract new talent
- Inability to address competitive pressure
- Ownership team tied on routine issues
- Inability to venture into new business opportunities because of lack of management strength

Many of the above mentioned problems are symptoms that require deep analysis and customized solutions.

These are precise areas AIRA Consulting has been assisting customers address.

## **AIRA Consulting Pvt. Ltd. – Engagement model:**

AIRA Consulting uses its proprietary 5 – step model to assist clients realize their potential.

➤ **Diagnosis**

AIRA Consulting uses its proprietary models to understand the key problems that affect the client organization. The client organization gets unique third party perspective on the key issues that need to be addressed as also the hierarchy of problems and the intensity of its impact.

➤ **Solution**

AIRA Consulting draws on its years of experience and work across many SMEs and benchmarks drawn out of the body of work to suggest creative and customized solutions to address the client organisation's unique set of problems. Every solution has to be customized to the context of the client based on the type of industry, employee profile, employee tenure, management strength, owner vision and organization potential.

➤ **Handholding**

SMEs do not have the luxury of large organizations that can implement the report of a consultant. AIRA Consulting therefore works closely with client organizations to ensure implementation of the recommendations. This are in the form of participating in selection process for key employees to training of the client personnel on business processes or a new sales system to being part of top management review of implementation; AIRA Consulting supports clients by handholding in the implementation phase. This ensures solutions are not just accepted but institutionalized as a 'way of operation' in the organization. Every engagement therefore has a built-in handholding phase to assist the client organization derive benefit of the intervention

➤ **Review**

AIRA Consulting reviews the extent of implementation of the solution both with the management and actually at the site to ensure glitches are ironed out. The review also assists in understanding need for further customization or modification of solution that might be needed to strengthen the solution.

➤ **Feedback**

AIRA Consulting constantly provides feedback to the ownership team and the management on the extent of implementation and the bottlenecks. The review process also assists the client organization make changes to align the organization towards realizing its potential

The AIRA client engagement model therefore is comprehensive, customized to a client requirement and aims to maximize the business potential for the client.

## **Areas of Engagement:**

AIRA Consulting works with the clients in the following distinct areas:

### **1. Business Strategy Consulting:**

Under this service, AIRA Consulting assists clients articulate and design business strategy for existing and new markets. The scope of this service includes articulating a vision for the business, identifying the right business strategy for growth to take the company to the next level. AIRA Consulting assists its clients in creating a compelling vision and a process for communicating the vision among the employees. AIRA Consulting also assists client leadership teams to make an informed decision of business strategy that would help propel the company leap forward. As part of this service AIRA Consulting works with the client to critically evaluate the current business processes and systems and align them to the overall strategy. AIRA Consulting works with clients to translate strategies into time bound action plans for roll out.

### **2. Business Process:**

Business Process is the underlying continuity in the business. A strong business process enhances information flow seamlessly across the organization. It also throws up opportunities and threats well before they become critical for the client leadership to act.

AIRA Consulting works with clients to create robust business processes that link various functions seamlessly. This enables the entrepreneur to remain in control of the business so critical in a small organization yet not be too involved in the day to – day operations. The biggest challenge for the SME scale up is the entrepreneur's high personal involvement in day-to-day operations. While this is critical in the initial stages, this precisely becomes an impediment for growth. The entrepreneur's dilemma of expanding the organization without losing control is addressed through robust business processes. AIRA Consulting works with clients to create a set of business processes that are customized to the client's requirement and scalable to the potential of the business.

### **3. People Process Consulting:**

Under this service AIRA Consulting helps clients develop optimum human resources to meet growth plans. AIRA Consulting assists in organization design, manpower assessment, recruitment and selection, training need analysis, training, compensation benchmarking, HR processes and practices. Human resources are the final differentiator between a successful organization and the not so successful one. AIRA Consulting works towards building human resource strengths to implement the client's business strategy.

### **4. Sales and Marketing:**

Under this service, AIRA Consulting assists clients in building a competitive sales and marketing program. Quite often we find clients using a sales process that served them well in the past but has not kept pace with the changes in both internal organization requirements and customer expectation. AIRA Consulting assists its clients to upgrade their sales and marketing process to meet challenges of growth. AIRA Consulting works with its clients to redefine sales and marketing tools, processes, systems and skills to enable clients emerge as stronger and more sharply customer focused organizations.

**AIRA Consulting has deployed their proprietary models to assist start ups in their scaling stage**

### **Profile of Team:**

AIRA Consulting is managed by a team of professionals who share a passion for bringing their experience and expertise to help SMEs realize their full potential.

#### **G.D. Kulkarni**

G.D. Kulkarni is the CEO of AIRA Consulting. GD as he is known among his colleagues, friends and customers, brings with him a rich experience across FMCG, technology and telecom businesses across various functions like sales, marketing, business development and heading profit center.

GD currently consults and handholds owner teams in a wide range of industries from engineering to electronics and commodity. He consults mainly in the areas of growth and corporate strategy and business processes. He uses a combination of advice and hands on implementation to enable SMEs derive desired results.

GD is a Mechanical Engineer from VJTI (Mumbai University) and MBA from IIM (Ahmedabad)

#### **R.Srinivasan**

R.Srinivasan is the Director of AIRA Consulting. Srinivasan straddles two worlds of business delivery and people seamlessly. Apart from having held operational roles in sales and marketing, Srinivasan is a professionally acclaimed trainer with over 6000 hours of training programs under his belt on issues ranging from sales to leadership, negotiation skills, major account management and customer orientation.

Srinivasan leads the business development for AIRA Consulting. He currently works with owner teams in clients across education, technology, consumer companies and engineering companies bringing in clarity of purpose and linkage of business strategy to people systems.

Srinivasan is a B.Sc. (Chemistry) with MBA from NMIMS.

### **Swaraj Pratap Singh**

Swaraj Pratap Singh is Project Manager at AIRA Consulting. Swaraj is a man of details and perseverance and by his dogged determination brings in transformation in organizations that otherwise seem difficult. He endears himself to client ownership and operational teams through a mix of innovative solutions, concern for the process and deep understanding of client's business.

Swaraj works with clients across wide sectors to help them realize their potential through process orientation and data based management.

Swaraj is BE (Information Technology) and MBA from IIM (Indore)

### **Shweta Upadhyay**

Shweta Upadhyay is a Project Manager at AIRA Consulting. Shweta brings in unique financial insights to bear in the clients that she manages. Her financial acumen, process focus and commitment to client success endear her to the owner teams across clients. She uses persuasive communication to work with line teams to implement transformational changes to ensure processes are institutionalized and deliver long terms results.

Shweta works with clients across manufacturing, consumer products and services.

Shweta is M.Com. in Accounting and MBA from Mumbai

**Industries Covered**

- Chemicals
- Commodities
- Consumer Products
- Cosmetics
- Education
- Gaming
- Industrial Equipments
- Information Technology
- Lubricants
- Paints
- Paper & Stationery
- Plastics
- Service
- Textile
- Trading

**Partial Client List:**

**INDUSTRIAL PRODUCTS**

- Angel Plastics
- Apex Knives
- Arjun Paper
- Atlantic Winds Infrastructures
- Aum Industries
- Bang Data Forms and VDP
- Beepee Enterprise
- Durashield Paints
- Mytol Petroleums
- Niksu Power Tools
- R.K. Control Valves
- Sang Fasteners
- Spak Orgochem
- Zenith Rubber

**INDUSTRIAL PROJECTS**

- Divya Electricals
- Leo Technology
- Superlite Industries

## **CAPITAL EQUIPMENTS**

- Kohli Industries
- Orbital Systems
- Parveen Industries

## **SERVICES**

- Akash Dry Cleaners
- Bartech Data Systems
- Kreedaa Games
- Pansoft School of Animation
- Quintessential Studio
- Savla Foods & Cold Storage
- Sorenstam Ventures

## **CONSUMER PRODUCTS**

- Aroma Treasure
- Hygienic Research Industries
- New Simla Dairy
- New Natraj Industries
- Recon Oil

## **TRADING**

- Jabs International
- Kiran Corporation
- Krishna Solvechem Ltd

## **GOVERNMENT**

- AISSCMA
- MSME – DI

### **Contact us:**

#### **AIRA Consulting Private Limited**

D - 307, Twin Arcade, Military Road,  
Marol, Andheri (E), Mumbai - 400 059

(+91-22) 29200449/450

**Website:** [www.airaconsulting.com](http://www.airaconsulting.com)

**E-mail:** [partnersingrowth@airaconsulting.com](mailto:partnersingrowth@airaconsulting.com)