



Are these familiar?

- Stagnant Profits
- Slow growth in Turnover
- Stressed Cash flows
- Higher Interest costs leading to lower profitability
- Inconsistent Quality
- Unable to meet Timely deliveries
- Customer Dissatisfaction
- Inability to address Competitive Pressure
- Employees operating in silos
- IT infrastructure not yielding results
- Ownership team tied in routine issues



Are any of these your Current Challenges?

- Increase in Sales
- Increase in Profitability
- Cost Reduction
- Improved Customer Satisfaction
- Timely Delivery
- Standard Operating Procedures
- Increased Employee Productivity
- Accountable Employees
- Planning new Opportunities and Businesses



HAPPY CUSTOMERS

About Us

AIRA Consulting Private Limited is a Consulting Company exclusively focused on Small and Medium Sector.

True to our tagline **Partners in Growth ©**

We work with Small and Medium scale organizations to address key challenges that take them to the next level of growth, scale and profitability.



Our Founders



G.D.KULKARNI
CEO

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 to derive desired results.

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

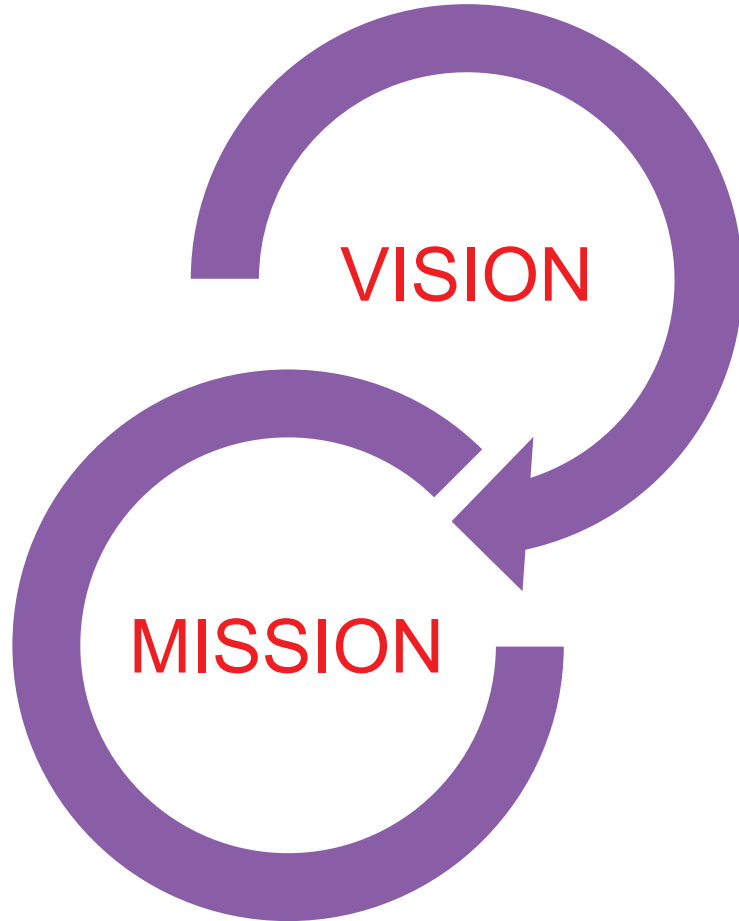


R.SRINIVASAN
DIRECTOR

Srinivasan straddles two worlds of business delivery and people seamlessly. Having worked in B2B and B2C sales and HR functions, Srinivasan works with ownership and operational teams in identifying bottlenecks for growth and addressing them.

Srinivasan currently works with owner teams in clients across Trading, technology, consumer and engineering companies bringing in clarity of purpose and linkage of business strategy to people systems.

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



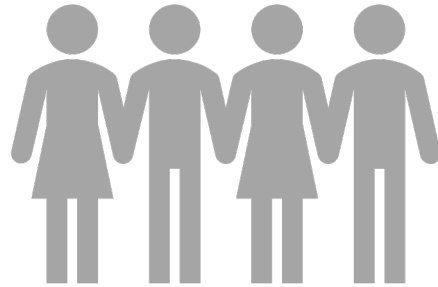
To be considered as a **Partner of Choice** by SMEs

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

AIRA Consulting



Serving Industry for last
14 years



Engaged with more than
200 clients

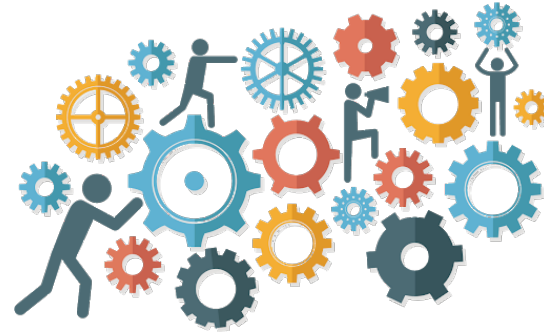
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Cumulative experience of
more than 2 lakh Consulting
Hours

Our Services



**BUSINESS
STRATEGY**



**BUSINESS
PROCESSES**



**SALES AND
MARKETING**



**PEOPLE
PROCESSES**

Business Strategy

- Articulating a compelling Vision with **measurable parameters**
- **Crafting** business strategy for growth
- Translate strategy into **time bound** action plan
- **Commercial Due Diligence** for Mergers and Acquisitions
- Developing business plan for **growth and sustenance**



Business Processes

- Create **robust** business processes that link various functions seamlessly
- Generate **actionable** data for decision making
- **Customised** to business requirement
- **Scalable** to the potential of the business



People Processes



- Assist clients develop **optimum** human resources to meet growth plans
- Assist in developing **organisation structure** and Job Descriptions
- Gradation and **Manpower assessment**
- Performance Management Process
- **Training** need identification
- **Compensation** Structuring
- Selection Process
- Enable process **scalability** to the potential of the business
- HR **policy** development and implementation

Sales and Marketing



Develop

Define **marketing** and
strategy product/market
fitment, **channel**
strategy

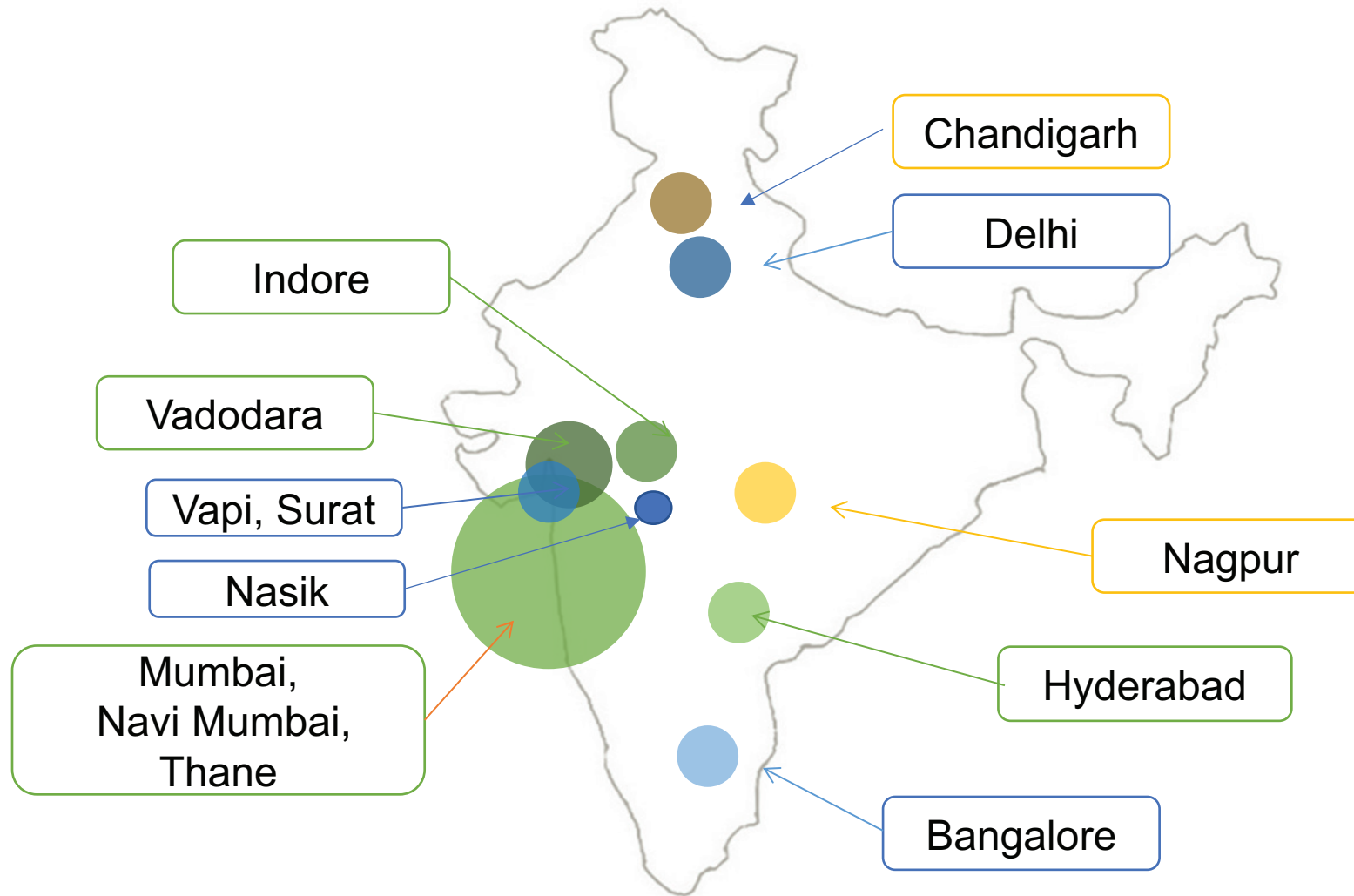
Upgrade

Redefine sales and
marketing policy
process, systems
and skills to enable
a **stronger** and
customer **focused**
organisation

Implementation

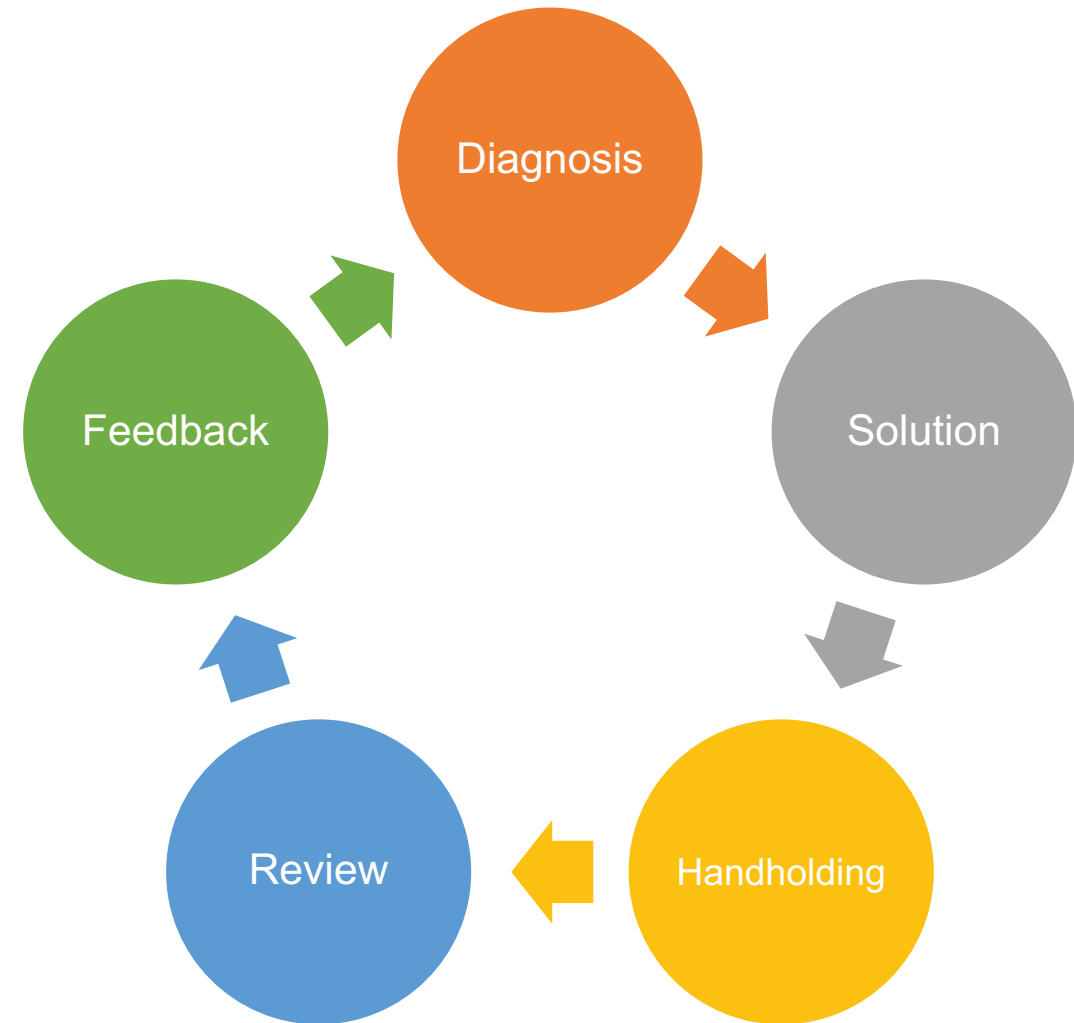
Assist the team to
implement new
sales and marketing
process through
training and
handholding

AIRA Footprint



Our 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.



Solutions- AIRA Consulting suggests creative and customized solutions to address the client organization's unique set of problems.

Handholding - 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 at the site to ensure glitches are ironed out



Feedback- AIRA Consulting constantly provides feedback to the ownership team and the management on the extent of implementation and the bottlenecks faced



Testimonials



*As a company based on innovation, we had highly profitable portfolio, but we had two issues - our growth was not in line with the potential and we were not as profitable as we should have been. AIRA Consulting brought in strategic focus and assisted in setting our organisation in the growth path. They helped us narrow down on our biggest opportunities. AIRA Consulting team constantly hand hold us to meet our next set of challenges. --**Rajan Raje (CEO)***



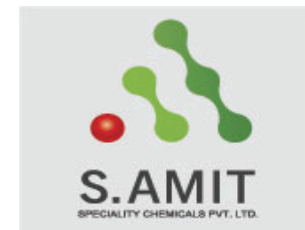
*We have had a wonderful and enriching experience with them and now we feel that they are part of our group rather than as pure consultants. One thing that I find unique about Aira – when they take on the consultancy, they treat the company as their own and they take it onto themselves to ensure that the work gets done. Our ongoing relationship of 8+ years in it-self is a testimonial to their commitment and dedication—**Ketan Kapasi (Director)***



*We had engaged AIRA Consulting to assist us in our growth plans. During the two years of association, we benefitted immensely from their inputs on Business Strategy, sales process and HR policy. They had also worked closely with us in providing inputs on our business processes and integrating them into our ERP. Their unique perspectives, hands-on approach to implementation and rigorous focus on data sets them apart. --**Sameer Maheshwari (CEO)***



*AIRA Consulting has been associated with us for the last 2 years to help us achieve our vision. They have assisted us in many aspects starting from strategic alliances to setting up system driven processes throughout. Their inputs in creating accountability in every level of the organisation through robust HR systems, data tracking and review mechanism have been extremely beneficial for us. — **Amit Mehta (MD)***



*We had worked with AIRA Consulting in 2011 where they helped us to build our business strategy and internal systems. As a result of their intervention, our business grew three-fold in three years. In 2018, when we decided to align the business along specific product lines, it was natural for us to reach out to AIRA Consulting again. Over the past eighteen months they have been working with us to devise a strategy, develop business processes and align our HR systems and policies to the new strategy. --**Ranjit Kambil (CEO)***



Testimonials



We had a wonderful one-year association with AIRA Consulting Pvt Ltd.. During the time, they helped us address our process irregularities and short comings and helped us boost our profitability. Their inputs on sales strategy and processes were shared after a detailed data analysis and a sound understanding of our business,, Their consultants worked with the management and our team members to ensure implementation of agreed process changes and scale new heights in our business. --Sameena Moolji (Director)



AIRA Consulting and Taste'l Fine Food Private Limited are partners in growth for since more than a year. We highly appreciate the expertise and understanding of both Founders and Team members. Their knowledge base and support is an asset. -- Ashoo Talwar (Director)



AIRA Consulting for us have been a mentor & a guide which lead us to complete transformation. It was a fairly a long association with them. They guided us & ensured implementation of systems & processes at all stages of the organisation which was missing before. They mentored us in picking right talent which will lead the organization to next level and ensured decision making is data based. It was indeed a memorable journey which we experienced with them over the period of 5 years . Team at AIRA has being very cooperative & professional in their approach and this helped in ease of implementation. --Rushabh Shah (CEO)

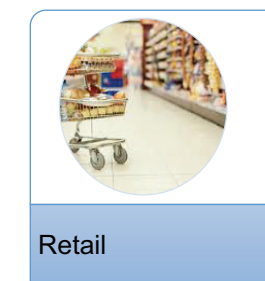
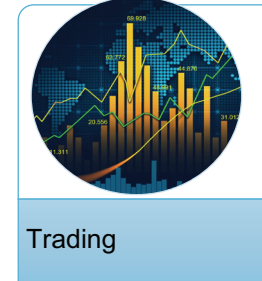
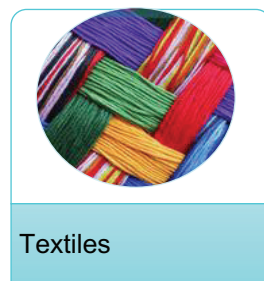
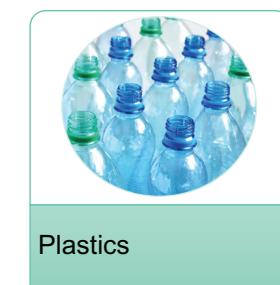
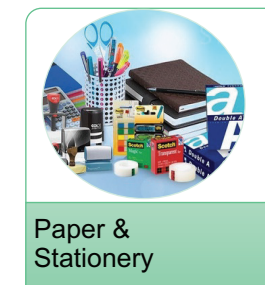
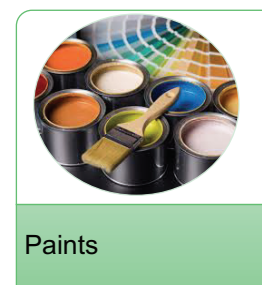
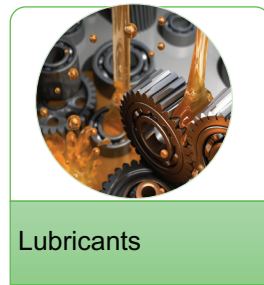
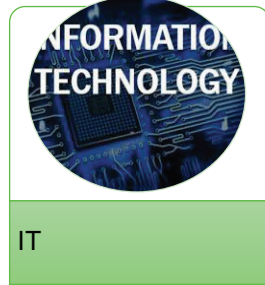
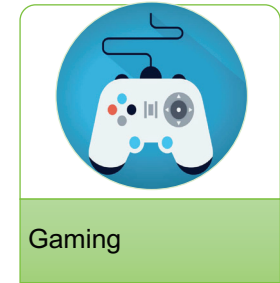
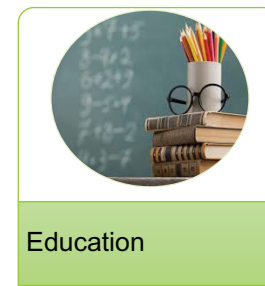
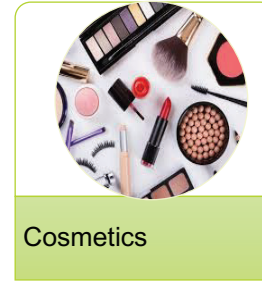
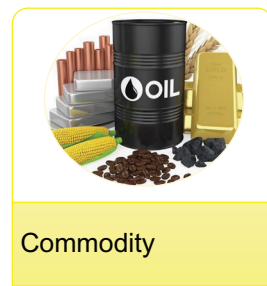


What distinguishes them is their ability to grasp nuances of the business and come out with solutions that are uniquely customized to our requirements. Their focus on SMEs is reflected in the way they work on the implementation of the solutions. Their unique approach of handholding the team members during the implementation process and make the change happen is truly a discerning feature of their skills and experience in the profession. --Vivek Savla (Executive Director)



Savla Food & Cold Storage

Industries Covered



Partial Client List



INDUSTRIAL PRODUCTS

- A M Ozonics
- Advanced Fluro Tube
- Angel Plastics
- ANT Enterprises
- Apex Knives
- Apollo Heat Exchangers
- Arjun Paper
- AUM Industries
- Bang Polypacks
- Bombay Surgical
- Chemi Plant
- Chemtron
- Econo Mode Food Equipment
- Leo Circuits
- M K Precision Metal Parts
- Neel Electronics
- Nikita Transphase Adducts
- Niksu
- Orbital
- Perma Construction Aids

INDUSTRIAL PRODUCTS

- Poly Processors
- Potnis Metasys
- Precise Alloys
- Prism Surgicare
- Quality Chemical Industries
- R K Control
- Sairush Electronics
- Samrat Wires
- Sarbi Petroleum
- Sitson India
- Sodium Metal
- Spak Orgachem
- Suru Chemicals
- Sweet Inds.
- Technocrats Plasma System
- The Standard Products Mfg Co.
- Tide Industries
- Unilab
- Unique Mixers
- Vijay Chemical Industries
- Zenith Rubber

SERVICES

- Akash Cleaners
- ADD Laundry Concepts
- AMG
- Bartech
- BigSun Technologies
- CISS
- Dhara Foods
- Electromech Engineering
- Hitech Cold Storage
- Kreeda Games
- MSP1
- Navin Heavy Lifters
- NDTs
- Rajasthan Patrika
- Savla Foods and Cold Storage
- Sterling Strips
- St. Angelos

CONSUMER PRODUCTS

- Aroma
- Atash Solar
- BeePee
- Eurotech
- Flexon Engineers
- Glint Cosmetics
- HRI
- Jyot Dairy
- Kohli Industries
- Mukund Overseas
- New Natraj
- New Simla Dairy
- Nirvan Silk Mills
- Recon

CAPITAL EQUIPMENTS

- Kohli Industries
- Orbital Systems
- Parveen Industries

TRADING

- A1 impex
- G.S. Hydraulics
- JJ Overseas
- Jabs International
- Krishna Solvechem
- Magic Mirror
- Medispec
- Primo Furniture
- Saksham Marketing
- Sarom Fab
- Shivam Industries
- Sinsil International
- Universal Trading Company
- Vaghani Inc

GOVERNMENT

- AISSCMA
- MSME – DI

Contact Us

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