



# FLOW

YOUR PARTNER IN BUILDING BUSINESS

## Profile

### FLOW CONSULTANTS PVT.LTD

Flow is a sensation

we experience

when we act with

total involvement



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Flow Consultants Private Limited is a consulting firm with a difference.  
Our services include Project Consulting, Management Consulting, Marketing Services.  
Our sphere of responsibility does not end at providing specific service solutions we partner our client in implementing our recommendations.

Hence our claim “ Your Partner in Building Business ”.



**Vision**

To be the preferred partner in our domain of expertise.

**Mission**

Our organization is driven by high values of ethics and transparency in business.

We are driven by strong ideals and have the following organizational mission:

To ensure growth of the client's business through our preferred solutions.

To achieve a consistent and competitive growth for our shareholders,  
employees, associates and the community.

## Board of Directors

### **Soumya Chatterjee (Managing Director)**

BE, Jadavpur University; Graduate Diploma in Business Studies, UK

25+ years of work experience in various reputed private sector organizations in India and abroad

Main areas of expertise are Projects and Management Consulting

Formulation of Critical Strategic Marketing Insights & Strategies, Brand Development, Assessing organizational abilities, Restoring

Sustainable Competitive Advantage, Practical business application

### **Srabanee Chakraborty (Director)**

M.A (Eng) B.ED, M.B.A

Has been in the field of Creative Marketing, Brand Development and BTL ideation and activation

Conceptualised and handled more than 500 ground events

Specialized in Televised Reality shows -Was the Project Head and Associate Producer of Royal Bengal

Superstar in Star Jalsha

## Key Resources

### **Mrinal Chakraborty (VP Marketing)**

BSc from Calcutta University, PGDM (Marketing)

Has been in the field of sales and marketing for 20 years Last 14 years worked with Reliance Group Executed real estate project for 5 years Well connected to corporate and Govt sector.

### **Sumit Roy**

B. Com Honors From St. Xavier's Calcutta, Adjunct Faculty MICA

Brand Consultant

Founder Director of Univbrands, Brand Coach

14 years with Ogilvy & Mather

4 years with Lintas

## Key Resources

### **Amlan Mukherjee**

Architect & Town Planner.

### **Partha Sarathi Sen**

Ex – times of India Group.

30 years of experience in marketing and brand development.

### **Suman Sarkar**

12 years of experience in Software, Hardware & Networking , Film, Video editing , Post production and Events.

## Advisor

### **Pradip Kumar Ghosh**

Master Of Commerce, Bachelor of Law

Chartered Accountant, Qualified Company Secretary.  
Has more than 30 years of experience in Finance,  
Financial Modeling, etc.

### **Shomie Das**

An eminent educationist and education consultant

### **B. P. Banerjee**

Ex-Chief Executive  
IR and Administration, BOC

### **Dipankar Datta**

Bsc

30 + Experience in FMCG.

Worked as sales manager and sales training manager with Unilever  
Working as a management consultant for FMCG & Foods company's  
in India, Bangladesh, Nepal & Srilanka.



## Associates



SupportAct Enterprises Pvt. Ltd. (Entertainment)

Ideal Analytics Solutions Private Limited

D. Dutt & Co (Company Affairs)

**Flow , offers following services:**

Project & Management Consulting Services

Marketing Services

We partner with the client from inception to commissioning of a project / assignment.

Hence our claim "Your Partner in Building Business".

# Spectrum of Operations

## Project Consulting Services

Flow has the required expertise to provide turn-key solutions in the following fields:

Growth Centre

Solar

Healthcare

Education

Retail

Manufacturing

IT & ITS Services

Infrastructure

SEZ

Residential & Commercial Complex



## Joint Venture Initiatives

Hospitals

Diagnostic Center

Wellness Hub

ECO Tourism

Film Studio

Manufacturing (Selected Initiatives)

Solar Plant

Flow gets into joint venture initiatives with suitable partners

## Focus on Project

TURN-KEY PROJECT EXECUTION – Design to commissioning

INTEGRATION OF PROJECTS – Conceive, Market and facilitate execution

PURE MARKETING OF PROJECTS

STRATEGIC ALLIANCE & ADVISORY FOR MID-CAP COMPANIES

# FOCUS ON PROJECT... STRATEGIC ALLIANCE FOR SMALL CAP COMPANIES AND TAKE THEM UP THE VALUE CHAIN

## OUR SCOPE WILL INVOLVE THE FOLLOWING :

STRUCTURING OF THE ORGANISATION.

PREPARATION AND ROLL-OUT OF THE BUSINESS PLAN

RECRUITMENT AND HR SUPPORT

BUSINESS AUTOMATION REQUIRED FOR FINANCE,MARKETING,SALES,PRODUCTION,INVENTORY ETC

VALUE PROPOSITION WILL REVOLVE AROUND STRUCTURING OF FINANCE INCLUDING INFUSION OF FUND,STRUCTURING OF MARKETING AND ADVISORY SERVICES TO TAKE THE ORGANISATION UP THE VALUE CHAIN.

WE SHALL CHARGE A FEE FOR THE ADVISORY SERVICES (CHARGES FOR THE ADVISORY SERVICES WILL BE STRUCTURED MUTUALLY)


HAVE A SHARE OF SURPLUS ( 30% OF THE INCREMENTAL SURPLUS)

AGREEMENT WILL BE FOR A MINIMUM PERIOD OF 3 YEARS

WE HAVE TO OPERATE AS AN ORGANISATION,THE STRUCTURE WILL BE DEFINED BY US MUTUALLY

# Spectrum of Operations

## Management Consulting Services



Preparation of DPR  
Total Value Management  
Customer Relationship Management  
Strategic Management  
Business Process Re-Engineering & Turnaround Consultancy  
Process Audit and System Implementation including MIS  
Value Engineering  
Market Research  
Internal Audit / Management Audit  
Financial Management including Investment Planning  
Management Accounting Including Budgeting and Fixed Asset  
Management Process  
Sales Strategy Formulation & Implementation  
Marketing and sales audit

# Spectrum of Operations

## Marketing Services

Brand strategy formulation and implementation

Communication strategy formulation and implementation

Channel strategy creation and roll-out

An integrated internet based marketing

Sales strategy formulation and implementation

Marketing and sales audit

Commercial affairs

Note: Brand Development & Marketing Communication services are explained in subsequent slides



Network Development for products and Services in the form of distribution network development and franchisee development

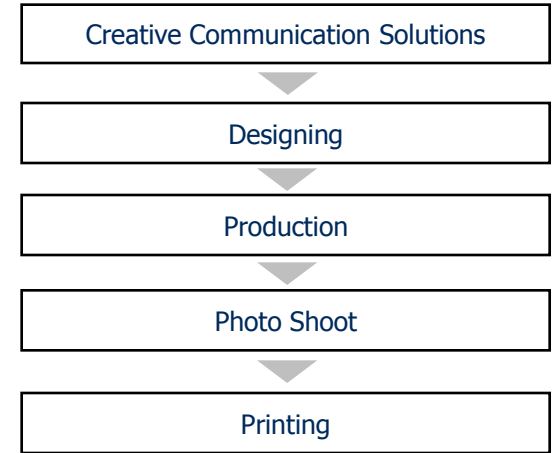
Distribution Network Development

Flow Can prepare Customised Distribution Network Development Model  
and Roll – Out of the same across West Bengal and Pan India

Franchisee Network Development

Flow Can Prepare Customised Franchisee Development model. The Model can be rolled out across India up to Commissioning of the project  
for Franchisee. Franchisee support can be extended on a long term basis.

# Brand Development



# Marketing Communications



## Why Flow

Flow thinks differently

Flow is innovative

Flow offers tailor-made solutions

Flow creates inspirational networks

Flow provokes sharp thinking

Flow connects people and generates momentum

Flow has strong national & international networks



## MANAGEMENT CONSULTING SERVICES

Indian Football Association  
Keystone India  
RPG Enterprises Ltd  
Mindteck India  
Nopany Foundation  
Kankei Management Services  
SquareM Electra Pvt Ltd  
Axiom Estates  
Target Home Appliances Pvt Ltd  
Maruti Udyog Ltd Nimbus Systems(P)Ltd  
Descon Soft Limited  
ERP solution provider Netguru  
ZINFI  
Shyam Steel  
GENPACT  
ICICI Lombard General Insurance Company  
WIPRO BPO  
Max New York Life Insurance Company  
IBM Daksh (Mumbai, Gurgaon)  
Kotak Securities  
HCL BPO (Gurgaon)  
Centurion Bank  
Netguru  
ABN AMRO Bank

## TURNKEY PROJECTS

IL&FS  
Bengal Srishti - Township project at Sudan  
SIPL (JV between WBIIDC, Pragati & others)  
Zoom Developers Pvt Ltd  
RPG Enterprises Ltd  
Calcutta Leather Products & Footwear Park  
Nopany Foundation  
Prasad Group Healthcare Unit at Kolkata  
Sri Avantika Contractors  
Usha Martin's Education Project  
A Home for Senior Citizens (for an individual entrepreneur)  
Smart Card in Arunachal Pradesh  
Mudra Mission for Webcon  
WIFI Bean for New Town

## MARKETING CONSULTING SERVICES

Descon Limited  
ING Vyasya Bank  
IISI, Belgium  
HP  
Microsoft Corporation  
Polar Industries Ltd  
SREI International  
Coffee Pai Café  
Tata Steel Ltd  
Contai Golden Hatcheries Pvt Ltd  
Tata Tele Services Ltd  
Boston Analytics  
Reliance Telecom Ltd (ADAG)  
Snapfish  
Spencer's (RPG Retail)



CISCO, USA  
Bharti Televentures Ltd (AIRTEL)  
HP, USA  
Anmol Biscuits Pvt Ltd  
Yahoo  
ICICI Bank  
The Smart Cube  
Bajaj Allianz  
Syngenta India Limited  
Fronterra  
Eurofin, France  
Spinach (Wadhawan Retail)  
Graphite India Ltd  
Usha Martin Education & Solutions Ltd  
Medica Super Specialty Hospital

## FEASIBILITY REPORTS COMPILED FOR

Clinical Research  
Development Center at Rajarhat  
Professional Development Course  
Employment opportunity Mapping study at Jamshedpur  
SEZs  
Call Centers at Kolkata  
Safety Equipments  
Steel Blast Abrasives  
Gem and Jewellery ERP  
Measuring Units  
Prospective Industries in Durgapur, Kharagpur, Kolkata & Rest of West Bengal  
White Goods at Kolkata  
Brewery  
Rural Retail Market at West Bengal  
IMFL Bottling Plant  
Spent Bleaching Earth  
Development Center for Haldia  
Wet Vibrating Screen  
Hydro Project at Uttarkhand  
Hatcheries at West Bengal  
Palm Oil  
Residential Project at Belghoria  
Growth Center at Shantiniketan  
Bentonite Processing Unit

Mineral Water  
Dialysis Units at Kolkata  
Shrimps  
Township in Sudan  
Shopping Mall  
Budget Hotel  
Hospital  
Cable Manufacturing  
Nursing Home  
Departmental Stores  
Schools  
Hygiene Products  
Various Retail Ideas  
Edible Oils  
Old Age Home  
Garment Unit  
Business School  
Expandable Polystyrene  
Hotel  
IT-Ites  
Waste Oil  
Cooking Oil  
Aviation Institute Diagnostic Center  
Polypropylene Files and Folders

## **Flow Consultants Pvt. Ltd.**

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