

# Indalytics Advisors

## Credential Pack

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# About us

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Indalytics Advisors Private Limited is a leading research and advisory company registered in India.

The company provides the following advisory and research services to its clients, which helps them in taking better business decisions:

### ***Consultancy Firms***

Sector Studies  
Competitive Intelligence  
Benchmarking  
Market Entry Strategies  
Newsletters

### ***Startups***

Business Plans  
Market Entry Strategies  
Sector Studies

### ***Private Equity / Venture Capital Firms***

Sector Studies  
Competitive Intelligence  
Benchmarking  
Market Entry Strategies  
Newsletters

# Our services — Sector studies

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  - ▶ Competitive intelligence
  - ▶ Business plans & startup valuations
  - ▶ Benchmarking studies
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Indalytics Advisors provide sector studies in the form of Sector Outlook Reports to its clients. These reports help the clients to understand:

- Size and structure of any particular industry / sector
- Key drivers driving the growth
- Major trends and challenges impacting it
- Opportunities in the sector

*Our Sector Outlook Reports cover the following contents:*

- Size of the industry
- Structure of the industry
- 5-Forces analysis
- Key drivers
- New trends
- Major challenges
- Profile of top players
- Opportunities in the industry
- Outlook

*We perform sector studies for the following client types:*

- **Consultancy firms** that want to understand a particular sector before pitching their clients
- **Private Equity** and **Venture Capital** firms that want to know about the new trends and opportunities in the sector.
- **Analysts** and **researchers**, who track the sector.
- **Startup companies** that want to enter the sector.

# Our services — Competitive intelligence

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Indalytics Advisors' Competitive Intelligence (CI) services help organizations in forecasting their future and effectively strategizing in relation to their competitive environment.

We prepare CI reports on Indian Industries through a comprehensive primary and secondary research. Our CI products aid organizations in attaining advantage over their competitors by improving their strategic decisions.

*Our CI services focus on the following issues:*

- Expansion Strategies
- Changing Business Models
- Cost Optimization and Bottom-line Improvement
- Best Practices of Competitors
- Financial Benchmarking of competitors
- Talent Management

*Indalytics Advisors' CI services help its clients by providing answers to the following queries:*

- Which market segment should be focused at?
- Which are the customer segments that can provide maximum demand?
- How are other companies addressing the demand?
- What are the best revenue generating streams?
- What are the best practices by competitors?
- How can costs be controlled in order to improve bottom-line?
- What are the innovations taking place in the industry?
- How are government regulations affecting the industry?

*We provide CI services to following clients:*

- **Consultancy, Private Equity and Venture Capital firms** that want to study the best practices in the industry
- **Companies** that want to track their competitors
- **Startups** that want to understand the operations of top players

# Our services — Business plans & startup valuations

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Indalytics advisors help startup companies in drafting their business plans.

*Business Plans prepared by Indalytics Advisors cover the following:*

- Executive summary
- Value proposition delivered
- Company and background information
- General industrial environment of business
- Vision and mission statement
- Key business drivers
- Key constraints
- SWOT and business strategy
- Business idea, Strategy and implementation
- Marketing plan
- Financial details
- Other macro economic factors

**Startups** use our services for approaching venture capitalists for seed capital.

**Venture capitalists**, on the other hand, hire us for evaluating the businesses that they are planning to include in their portfolios.

Indalytics advisors also provide **valuation services** to startup companies. We determine premoney valuations for startups, which are used by them while signing the term sheets with venture capitalists.

Our proprietary valuation model involves assessment of the business model, financial analysis, management strength and past track record, detailed industry and competitive benchmarking, forecasting future cash flows, corporate governance, etc.

# Our services — Benchmarking studies

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Indalytics Advisors provide financial benchmarking services to its clients. Our services include performing following types of benchmarking services:

- Financial Benchmarking of key performance indicators
- Ratio Analysis

*We do benchmarking studies for the following client types:*

- **Analysts** tracking a company and its competitors
- **Consultancy firms** that want to benchmark their clients with the competitor
- **Companies** that want to track their performance vis-à-vis their peers
- **Private Equity** and **Venture Capital** firms who want to track the performance of their portfolio companies

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Indalytics Advisors prepares Market Entry Strategies for companies entering a new industry. Our services are used by new entrants, to understand the dynamics of the industry in a better way. It further helps them to avoid the mistakes that can lead to wastage of their resources.

*Following types of clients avail our Market Intelligence Services:*

- **Startup Companies** that are entering the business
- **Private Equity and Venture Capital** firms that are planning to invest in a business
- **Consultants** that are working on similar strategies for their clients

## Our services — Newsletters

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Indalytics Advisors prepares monthly and weekly newsletters for its clients. We track news that are related to the client's industry and services and present them in form of newsletters.

*We prepare newsletters in form of web pages, emails and adobe PDF documents, which are used by clients in the following ways:*

- Clients use these newsletters as marketing tools and distribute these to their end clients for pitching their services
- Clients also use newsletters for internal distribution and knowledge enhancement of their employees

# Contact us

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If in case you want to know more about our services and business alliances, feel free to contact us:

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