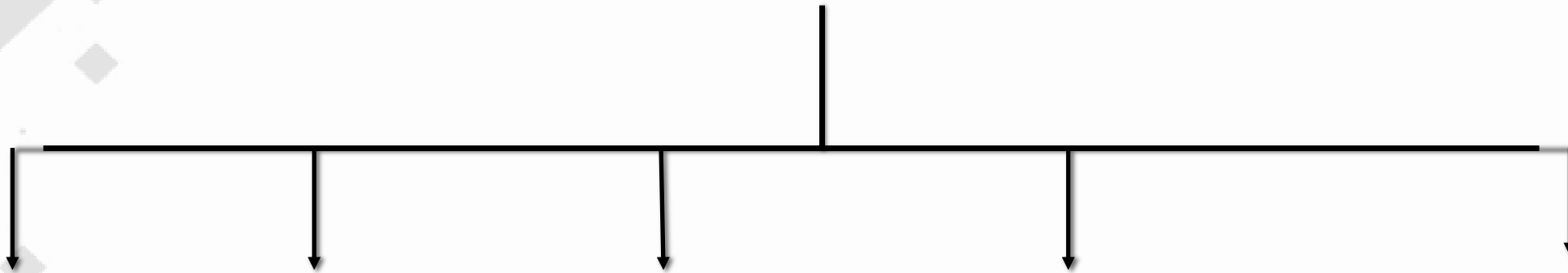




Vriksh Consulting Pvt. Ltd.

Helping Businesses Grow



Vriksh.OD

Training | HR



Vriksh.Grow

Sales | Marketing



Vriksh.Money

Business Funding | Equity | Loan



Vriksh.Ai & Data

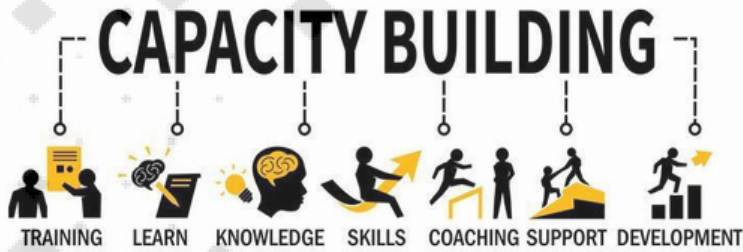
Customer Survey | Market Research



Vriksh.Net

Social Media | Web & App | Digital Marketing

COMPANY PROFILE



Capacity Building Services

EMPOWERING ORGANISATIONS *DEVELOP THE ABILITY TO*

DO MORE & MORE,

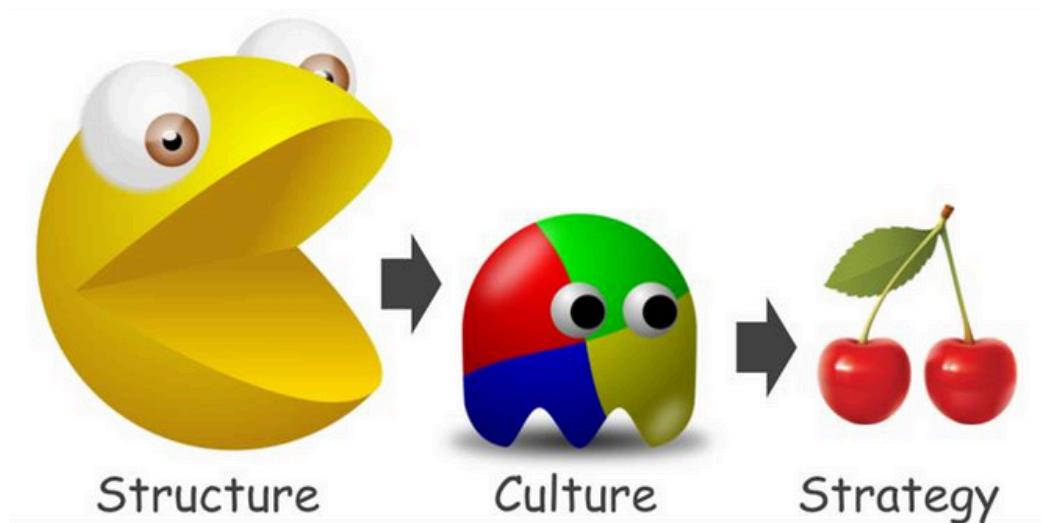
DO IT BETTER & BETTER,

DO IT FASTER & FASTER...

BUT DO IT AT A LESSER COST

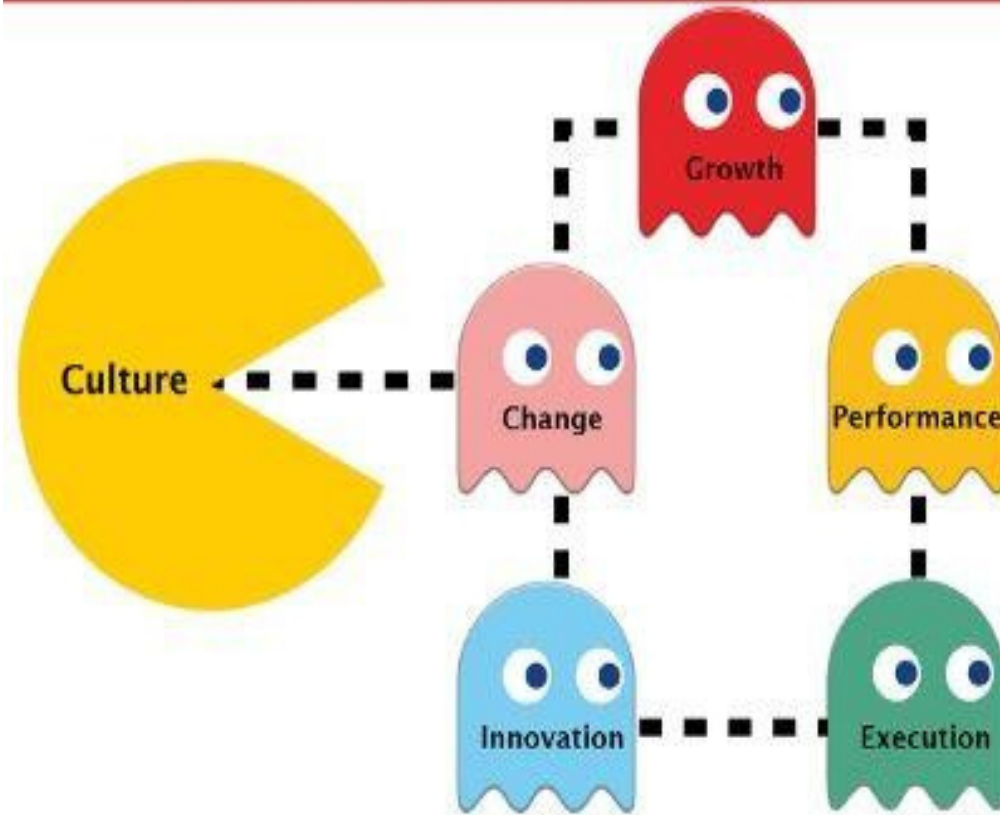


Many organizations experience dramatic growth for a period, but eventually, they may struggle and often fail. Why do successful organizations like ENRON, RADIO SHACK, LEHMAN Brothers grow rapidly only to later? Every system consists of a balance between Growth Reinforcing Factors and Growth Limiting Factors. When an enterprise begins to grow, it propels itself forward due to these Growth-Reinforcing elements. However, this same growth can also reveal Growth- Limiting factors that, if not addressed, can hinder progress and ultimately lead to the organization's decline.



**Capacity Building
Services**

Organizational culture eats strategy for breakfast, lunch and dinner



Vriksh Capacity Building Services empowers organizations to significantly enhance their capabilities

Achieving greater results, delivering higher quality, and increasing efficiency, all while reducing costs.

Our approach involves a series of strategic and deliberate actions combined with effective complementary strategies.

We focus on empowering teams, delegating responsibilities, driving digital transformation, maximizing sales, and strengthening management capacity.



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Sales | Marketing

**Capacity Building
Services CONTD...**



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Capacity Building Intervention Steps



Phase 1: Preparing for growth



Phase 2: Catalysing Growth



PHASE 1: PREPARING FOR GROWTH

SETTING THE BASICS RIGHT



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Phase 1: *Preparing the organisation for growth*



- Alignment Services
- Business Process Reengineering Services
- IT Enablement Services for Digital Acceleration

ALIGNMENT SERVICES

The organisation is prepared for capacity enhancement by setting the basics right by clearly articulating Vision, creating vision and strategy alignment, and ensuring the entire organisation is in sync with the Vision and the Strategy

- | | | | |
|----|--|--|---|
| 1 | Vision Alignment | Development, Talent Retention through remuneration planning, career development planning and succession planning | |
| . | Strategy Alignment with | | |
| 2 | Vision | | |
| 3. | Defining the Core Values to drive the org. culture | 8. | Aligning Performance Metrics and fool proofing PMS |
| . | | 9. | Implementing Capacity Building model through Delegation Downwards |
| 4. | Aligning Core Values with Vision and Strategy | | |
| 5. | Aligning Organisation Structure with the Strategy | 10 | Capacity Audits |
| 6. | Aligning Policies and Processes with Strategy | . | Business Continuity Planning |
| 7. | Aligning HR - Talent Acquisition, Talent | 11 | |
| | | . | |



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Phase 1: Preparing the organisation for growth



- Alignment Services
- Business Process Re-engineering Services
- IT Enablement Services for Digital Acceleration

BUSINESS PROCESS RE-ENGINEERING SERVICES

Business Processes are redesigned to enable the organisation capable of achieving dramatic improvements in productivity, cycle times, quality, employee and customer satisfaction

1. Refocusing company values on customer needs and eliminating low-value work
2. Simplifying and standardizing overly complex work, and automating repetitive work
3. Enabling processes with modern systems and data
4. Locating work in the most efficient and effective environment
5. Reorganizing a business into cross-functional teams with end-to-end responsibility for a process
6. Rethinking basic organizational and people issues
7. Determining appropriate roles for third parties or outsourcers, focusing on where they truly add value



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Phase 1: Preparing the organisation for growth



- Alignment Services
- Business Process Reengineering Services
- IT Enablement Services for Digital Acceleration



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IT ENABLEMENT SERVICES FOR DIGITAL ACCELERATION

Help the organisation develop and implement a strategic process to leverage digital technologies, methodologies and capabilities to rapidly transform business operations, enhance customer experiences, and drive innovations

1. Map IT readiness of the organisation.
2. Audit the digital quotient
3. Reimagine
4. Upscale
5. Set up and integrate
6. Optimize and accelerate



PHASE 2: CATALYZING GROWTH

WORKING ON | RAPID SALES ENHANCEMENT | CUSTOMER RETENTION | REMOVING RESOURCE BOTTLENECKS



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Phase 2: Catalyzing Growth



- Sales Enablement & BD Services
- Creating Customer Experiences
- Business Funding Services
- People Development Services

SALES ENABLEMENT & BD SERVICES

The objective of sales enablement service is to enhance sales – in a sustainable manner – by Vriksh in the classic Build-Operate-Transfer mode. Vriksh takes complete responsibility of preparing the strategy, its implementation using handpicked sales team, setting up the sales processes, developing and engaging the sales network, achieving the desired sales numbers, stabilizing the sales over a period of 10-12 months and then transferring the entire model (including the sales team developed) to the client

1. Sales process outsourcing service	Complete ownership of the entire sales process by Vriksh which builds up its own team for the purpose
2. Sales performance coaching service	Coaching for underperforming sales team members or full team with the objective of enhancing performance
3. Sales performance consulting service	Providing strategic direction and business planning to achieve sales growth
4. Salesforce development Service	Competency Development for the sales team as well as the Sales Leadership



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Training | HR

Phase 2: Catalyzing Growth



- Sales Enablement & BD Services
- Creating Customer Experiences
- Business Funding Services
- People Development Services

CREATING CUSTOMER EXPERIENCES

The objective of Creating Customer Experiences is to help the Organisation convert each of its customers into a Brand Ambassador for the company. This is achieved by Vriksh with a mix of training, coaching and consulting services – whereby the client's manpower is methodically trained to go beyond the customer expectations during each customer connect of interaction. The 3-Step process involves:

Step 1

Identify Moments of Truth.
Identify the customer interaction points when customers experience a moment with the Company

Step 2

During each moment of truth, identify what the customer expects from the company and

what will fall below the customer's expectations.

Then decide how to take an action which will go beyond the customer's expectations.

Step 3

Implement and institutionalize the action plan.



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Phase 2: Catalyzing Growth



- Sales Enablement & BD Services
- Creating Customer Experiences
- **Business Funding Services**
- People Development Services



Vriksh Money
Business Funding | Equity | Loan

BUSINESS FUNDING SERVICES

Using finance to aid growth can be smart and potentially explosive way to grow your business. Funding continues to be a big part of the growth hurdle and it can help any promising company go from zero to 100 in a very short time. The objective of Vriksh Business funding Services is to help businesses overcome the bottleneck of funds for growth... whether unsecured, secured or through IPO.

Prefunding Services

Management & Governance Audits
Assessment of Business & Revenue Models
Market & Scalability Assessment
Analysis of Financials
Preparation of Business Plan, Project Report and Pitch Deck
Compilation of documents and funding proposals

Funding Services

Searching and connecting with funds
Query handling
Negotiating terms Equity Dilution in case of equity funding
Rating the business by reputed agency

SME-IPO Services

Pre-IPO fund raising
Raising funds through SME-IPO

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Phase 2: Catalyzing Growth



- Sales Enablement & BD Services
- Creating Customer Experiences
- Business Funding Services
- People Development Services

COMPETENCY DEVELOPMENT SERVICES

As people move up the organisation ladder, they need to develop new competencies to fit into their new roles. Vriksh Competency Development Programmes aim at making people realise their full potential by improving their attitudes, developing in them the capability to succeed in constantly changing situations (developing flexibility in thinking and approach to cope with rapid changes), helping them become more self directed, developing ability to set and achieve goals, enhancing domain skills and enhancing key leadership skills

- | | |
|--------------------------------------|--|
| 1. Vriksh Sales Training programmes | 7. Lateral Thinking Skills |
| 2. Project Management Programmes | 8. Parallel Thinking Skills |
| 3. Leadership Development Programmes | 9. How Training Works |
| 4. Change Management Programme | 10. Training Needs Identification Services |
| 5. Behavioral Training | 11. Assessment Centres |
| 6. Team Building Programme | |



Vriksh Consulting Pvt. Ltd.

Helping Businesses Grow

Success Stories.. Partial List





Vriksh Consulting Pvt. Ltd.

Our core team



S N Jain
Chief Mentor



Shubhashish Bhattacharya
Founder Director



Debashish Bhattacharyya
Director



Kaushik Chattopadhyay
Chief Finance Officer



Suvobroto Chattopadhyay
Director



Shubhendu Mukherjee
Financial Consultant



Sugata Halder
Director



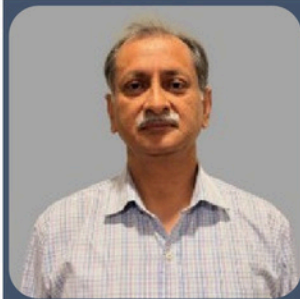
Anshuman Gupta
Consultant



Anirvan Roy
Consultant



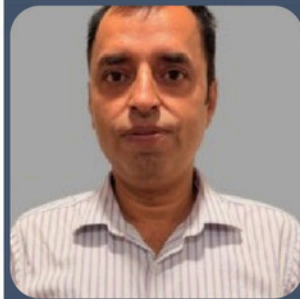
Sushmita Dey
HR Manager



Ranjan Boral
Manager Finance



Mudit Srivastava
Financial Consultant



Chandan Kumar
Sales Consultant



Anindita Chakraborty
Sales Consultant