



MANGAL ANALYTICS AND  
RESEARCH CONSULTING  
PRIVATE LIMITED

*Delivering Excellence, Partnering Success*

# Who We Are

MARC is one of the fastest growing professional services and business consultancy companies in India.



8 offices across India and  
MARC Glocal Inc, a subsidiary  
in Delaware USA

Established in 2010, we have over a decade's worth of knowledge and expertise.



Associates in: Europe, Africa, South America, Australia, Hong Kong and Singapore for a global reach

A boutique firm with a team strength of about 30 including a management that has worked with the Big 4 firms and other MNCs



# What We Do

MARC provides solutions across 5 major service verticals, each of which we have deployed to our clientele across various industries for over a decade.

Market  
research  
solutions and  
Data Analytics



Mergers and  
Acquisitions

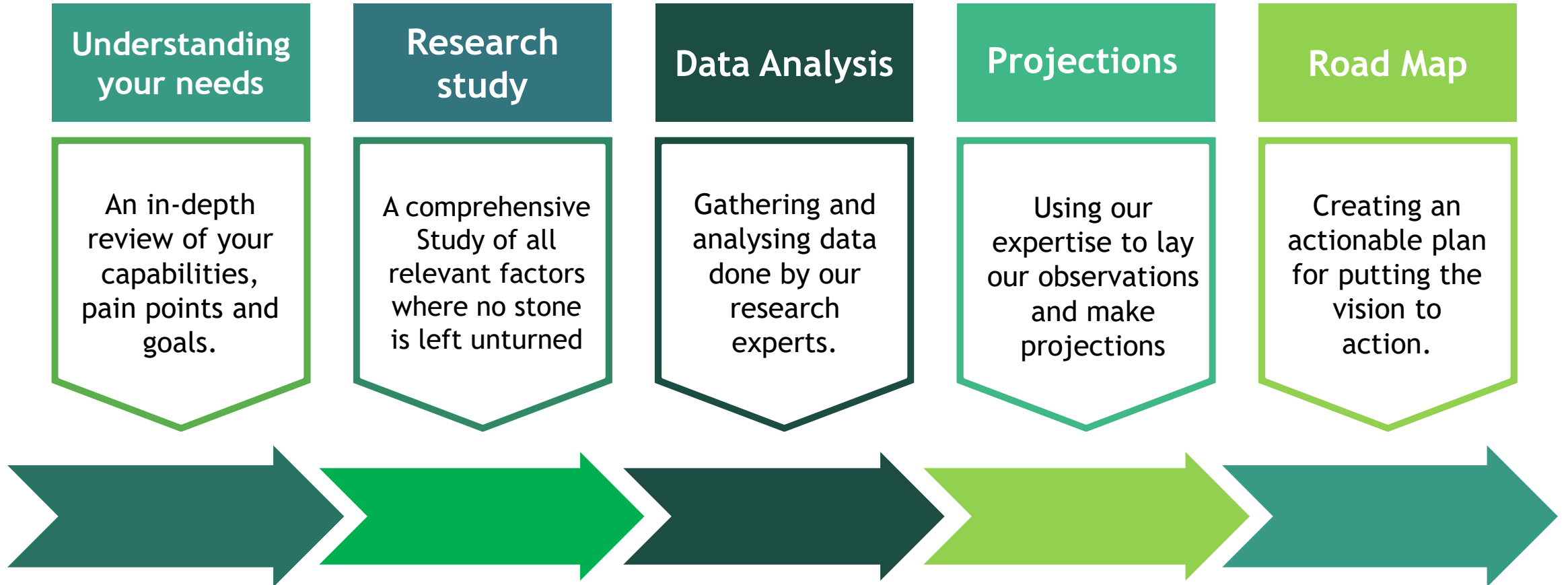
Growth strategy



Global Business  
Analytics

Internationalization

# Our Market Research Approach



# Our Work



**We helped Madaus Pharma to introduce their Derma and Gynaec products to India with the help of a Market Research**



**Assisted Planet Hollywood with a Market Research to analyse the feasibility of a new resort in Mumbai**



**We helped Monginis identify new locations for outlets through our research.**

# Growth Strategy

## Strategic Advisory

Key services include Financial Audit, identifying risk areas, finding root cause, develop action plan.



## HR Advisory

Assess and recruit candidates, manage change, payroll management compliance etc.



## Profitability Analysis

Examine financial statements to optimize resources and increase profitability.



## Management Information Services

Monthly, quarterly or yearly analysis of financial statements, to provide key insights.



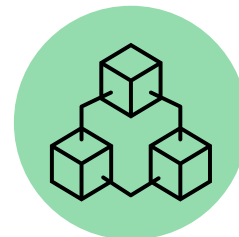
## Financial Modelling and Project Report

Creating existing and prospective financials and making projections.



## Standard Operating Procedures

Review business needs, identify gaps and provide suggestions to formalize the process and related controls.



# Our Work



**Re-structured  
Standard Operating  
Procedures and  
conducted a  
Profitability Analysis  
Study.**



**Conducted a  
Profitability Analysis  
Study for Dr. Batra's  
to understand areas in  
which the  
company could  
operate more  
efficiently and improve  
their bottom line.**



**We conducted  
a Profitability  
analysis study as  
well as a  
MIS report for  
Magsons.**

# Mergers and Acquisitions



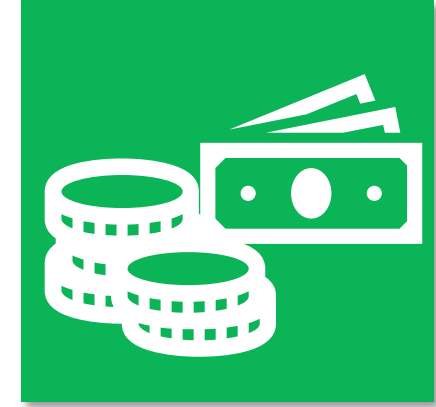
## Deal advisory

Mitigating transaction risks and costs and ensuring it to be compliant from a regulatory perspective.



## Due Diligence

Investigation, audit, or review performed to confirm the facts of a matter under consideration.



## Valuation

We determine the economic and fair value of a whole company or unit.



# Our Work



**We provided Mergers and Acquisition services to Kineco and conducted a business valuation.**



**MARC conducted Due Diligence to assist Isoil Industria Spa, based in Italy, to evaluate acquisition prospects in India**



**We provided end to end advisory to Optel Vision Inc, Canada to commence operations in India**

# Internationalization



## Market Research

We conduct Market Research studies focused on the geographic and demographic target market.



## Market Entry- Financial Modelling

We help you evaluate the right market entry model –eg. Exports, distributor, JV etc.



## Partnerships

We help you find and decide terms of partnership with the right partners.

# Our Work



**Industry:  
Pharmaceutical in  
India**

**Contract  
manufacture in USA  
and export to 5  
countries**



**Industry:  
Sheet Metal  
Manufacturing**

**Exploring African and  
certain European  
markets for exports**



**Industry:  
Investment and  
Banking**

**Digital Bank bid in  
Malaysia**

# Global Competencies

Our Global Competencies includes solutions across 5 major service verticals:



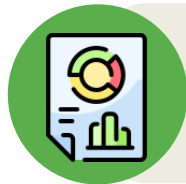
Market Research  
Solutions and Data  
Analytics



Management  
Accounting Services



Mergers and  
Acquisitions



Preparation of  
Investment Memo



Valuation Consulting

# Market Research Solutions and Data Analytics

## B2B Market Research

We focus on researching markets by identifying and gathering data from hard-to-reach decision makers as well as complex and niche markets.

## Qualitative/ Quantitative Research Data

While Quantitative data helps us understand broad trends and make larger observations qualitative research gives us insight into various opinions, behaviors, reasons and motivations behind these decisions and habits.

## Data Analytics

In order to provide insight and solutions to business and management problems, we understand the need to gather and analyze crucial and relevant data based on which these important decisions can be taken.

# Management Accounting Services



# Mergers and Acquisitions

Our team is well placed to assist and handle all elements of Mergers and Acquisitions and have experience over a different transaction sizes, types and industries.



**Transaction  
Assistance / Advisory**



**Quality of Earnings**



**Due Diligence**



**Cash proof analyses**

# Preparation of Investment Memo

## Evaluation of Company Profile



MARC takes a detailed overview of the organizational structure, clientele, technology, people and offerings to understand the gaps and strengths that need to be brought out in the investment memorandum.

## Market Analysis



We analyze and identify key areas and benchmarks based on prevailing market trends. This helps our clients not only assess their position among competitors but plan towards future growth and mitigate risks.

## Preparing IM



Once we have a thorough understanding of the business and the market scenario, we prepare an Investment Memorandum that contains the company's profile, business plan and investment opportunity highlights that investors look for.

## Return and Exit Scenario



Investors crucially look for a general understanding of their return, time frame and exit strategy. These details are laid out in a business plan which is backed by our projections and forecasts keeping in mind business goals.



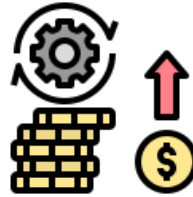
# Valuation Consulting

We provide assistance in the process of valuing a business when a deal is carried out. MARC understands the critical areas of focus to be considered when a business is being valued and helps you maximize business value while making sure a fair deal is made for all parties involved.

**We Assist Companies  
looking to:**



**Sell off the  
business**



**Financing for  
expansion or cash  
flow problems**



**Add  
shareholders**

# Management Team

**ASHUTOSH KHARANGATE**  
Founder & Managing Director



- Part of PWC , Financial Advisory Division for 4 years.
- Expert in Due Diligence and Valuations in M & A across sectors.
- Member of the Institute of Chartered Accounts of India (ICAI).

**ANITA GANTI**  
Director



- Former Senior Vice President at Wipro for over 4 years.
- Ex Texas Instruments and Flex Executive.
- Finance Major, MBA at The Wharton School of the University of Pennsylvania.

# Awards and Accolades



25 Fastest Growing BFSI  
Companies of India



Top 25 Most Promising Financial  
Consultants



Manager of the Year



Best Emerging Company of the year  
2019 – Business Advisory Category



Brand Leadership Award



Runner up in Financial Services  
Startup



Best Business Consultancy



Best Enterprise of the  
Year (Consultancy)



Young Entrepreneur of the  
Year

# Testimonials



“

We had the opportunity to meet Ashutosh and utilize the services of MARC for a due diligence and internal audit. It was a good experience. MARC brings a unique blend of big 4 exposure with a local lineage. That gives him a unique perspective and insight to add value to Goan corporates.

Best wishes to MARC!

DEEPAK TRIPATHI  
President, Tulip  
Diagnostics Pvt. Ltd.

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“

We appointed MARC to execute two very diverse tasks. One was into market research and the other was a premium inventory assessment and valuation. We were immensely satisfied with the attention to detailing in both the assignments. The team on both jobs were highly sensitive to our needs, very flexible and result oriented. We are happy to have such expertise at our doorstep.

ANAND CHATTERJEE  
GM, Planet Hollywood  
Beach Resort, Goa

”



“

We have worked with MARC on several occasions and they have consistently surpassed our expectations with their analytical, professional and thorough approach delivered on time and within budget.

DALE MENEZES  
Director, CMM Group

”



“

We appointed MARC to assist us to prepare comprehensive report for Goa Investment Promotion Board to start our manufacturing facility in Goa, India. They successfully managed the same in stipulated time frame and provided guidance and directions.

MARC also was a great help us to obtain all the relevant permissions and licences to start commercial operations in Goa. We appreciated their guidance and help to begin our venture in Goa. We were indeed happy with their response time, personalised service and the quality of deliverable. We wish them all the best for all their future endeavours to help international and domestic companies who desire to set up operation in Goa & India.

SHAUNAK J. DAVE  
MD & CEO , Optel Group , India.

”

# Testimonials



“

Marc is highly experienced and professional in the transaction advisory space. They have provided us with the ability to scale quickly, meet and exceed client deadlines and expectations. Ashutosh has been a great team member on call willing to go an extra mile for the client.

**RAKESH PARIKH**  
Managing Director  
Pivot Capital LLC

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“

I am very happy with the market research report prepared by the team at MARC for our Technical Staff Augmentation project. This was on identifying current trends, key industries to target, as well as specific Partners to work with. I recommend them highly for gaining deeper insights to support strategic planning work.

**CESAR VIANA TEAGUE**  
Director  
NextLevel Consulting

“



MARC Global did an amazing job on my market research project. They were fast, friendly, and responsive. Most importantly of all the team was willing to go back and supplement the data based on my suggestions. I could not be happier, and thanks to MARC my business development plans leaped ahead at least six months.

**MICHAEL CONNIFF**  
Managing Director  
The Accelerator with Michael  
Conniff

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# Contact Us



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