

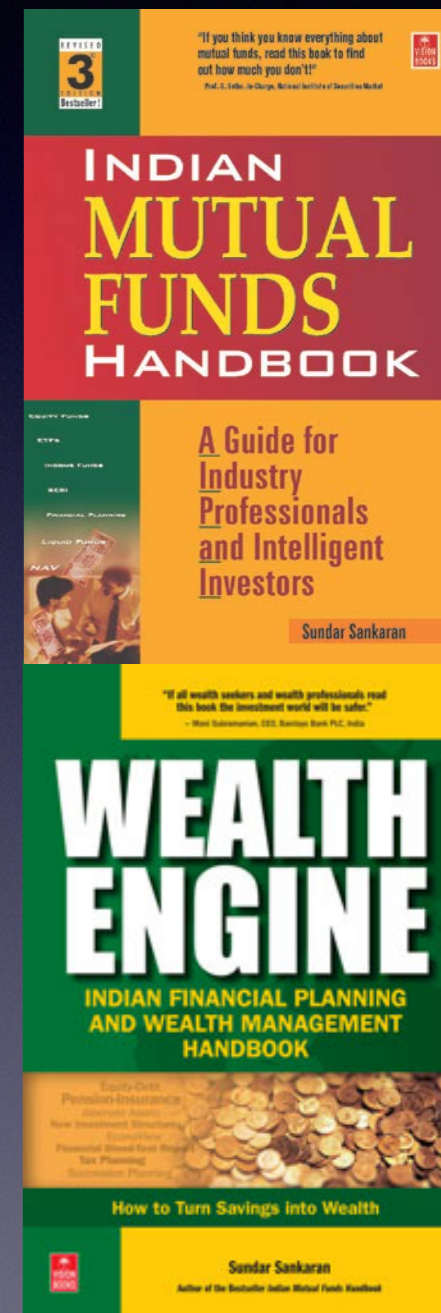


Corporate Presentation

June 15, 2014

Background

- Advantage-India group is over 15 years young.
- Founded by Mr. Sundar Sankaran, (www.sundarS.name) a best-selling author and well-respected professional, who has occupied senior positions in Kotak Mahindra and Bajaj Auto (India)
- Sundar has advised business interests in India, South East Asia, Middle East, Western Europe and the African continent.



Service Offering

- Our Unique Selling Proposition is the seamless integration of consulting, research and management development programs (MDPs) across multiple disciplines.
- Within the Banking & Financial Services (BFS) space, we have covered a wide spectrum of clients, including Banks, Pension funds, Mutual funds, Insurance, Investment Banking, Securities Distribution and Financial Advisory.
- Among other sectors, we have advised clients from pharmaceuticals, medical devices, healthcare, mining, software, digitisation, education, auto ancillary, hospitality and travel.

Consulting

- Our consulting is largely rooted in strategy, economics, finance, marketing, systems and people.
- We are into strategy formulation, execution and monitoring.
 - We help new businesses start up (Market research, business model, legal structure, capital structure, business plan and execution).
 - Existing businesses benefit from our inputs to decide on a sustainable growth path and implement it. We also design innovative performance management frameworks.

Research

- Research is ideally suited for management decisions that cannot be taken intuitively.
- We provide independent quantitative and qualitative research for various management decisions - not just marketing.
- Indicatively, estimation of demand function for product / service, assessment of profile match between client mix and sales team, measuring channel strength, identifying fundamental drivers of problems / opportunities are some of the assignments we can take up.

MDPs

Strategy	THINKSTRAT	ECXN VIEW	STAR^k Channel Strategy Grid
Management	finGeM Finance & General Management Program	+ fin Finance for Non-Finance Professionals	RisKey Risk Management is Key for Sustained Success
Banking	ECXN VIEW	BASIC BANKING	COMMERCIAL BANKING
Markets	ECXN VIEW	WEALTH Engine Rich, Richer, Richest	ASSETCLASS
	MUTUAL FUNDS		the MISCHIEF
Business Development	pond is what YOU make of it	DONT-SELL Relationships & Referrals	

Knowledge Dissemination

- We have trained over 10,000 professionals in the last 15 years, through our MDPs.
- Our formats for wider dissemination of knowledge are:

- Books



- **StratBerry Publishing** works with clients in developing content and disseminating it through various innovative models.
- **finberry** helps clients meet their requirement of entry-level professionals through customised training. It also helps students and young professionals enhance their career prospects through various standardised training programs.

Thank You

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