

Partnership Proposal

GROWTH & EXECUTION STRATEGY —

BHARAT CONSULTING GROUP

"Strategic Clarity. Relentless Execution."

Bharat's Next Consulting Force

Partnering with leading college organizations to solve real business challenges



OUR COMMITMENT

"Make India Great Again"

ABOUT US

Bharat Consulting Group is a pan India youth backed strategy & execution consulting collective built to solve the real growth challenges of India's rising businesses from ambitious startups to legacy MSMEs and high-potential Tier 2/3 enterprises.

We blend structured business thinking with fast, on-ground execution to help companies scale without friction, waste, or confusion.



Pan-India Talent Engine



Execution-Driven Strategy



Cost-Effective, High-Impact Model



Diverse Industry Exposure

Our Talent Network Spans India's Top Institutions



OUR COMMITMENT

"Make India Great Again"

THE BCG ADVANTAGE

Market Opportunity	Target MSMEs	Youth Consultants	Our Petrons	Operating Cities
9500 + CRORES	75 M+	100+ (Pan-India network)	20+	12+

Our leadership has worked with



20+ Patrons from Leading Industries



Our Pan-India Network

12+ City Chapters

1. Delhi
2. Mumbai
3. Chandigarh
4. Bengaluru
5. Pune
6. Ahmedabad
7. Gurgaon
8. Goa
9. Ghaziabad
10. Noida
11. Faridabad
12. Agra
13. Pune
14. Chennai



OUR COMMITMENT
"Make India Great Again"

FOUNDERS' NOTE



Utkarsh Jain
Co-Founder, **BCG**

Led GTM @HealthKart | Britannia Strategy | 180DC Leadership

Most consulting was built for people who already had a seat at the table. We built BCG for everyone who didn't — the founders grinding without a playbook, the businesses moving fast without a strategy partner.

BCG isn't a consulting firm in the traditional sense. Think of it as infrastructure — the kind of strategic clarity that was always reserved for the few, now made accessible to the many. We win when our clients move faster, think sharper, and build bigger than they ever thought possible.

Access to great thinking should never be a privilege. We're here to make sure it isn't.



Kush Manchanda
Co-Founder, **BCG**

President @180DC (100+ team) | Finance @J&K Bank

The deeper I looked at why businesses fail, the more I kept arriving at the same answer — it's rarely a lack of ambition. It's a lack of architecture. The vision is there. The system to carry it isn't.

I've seen this up close. Founders with real conviction, businesses with genuine potential — undone not by the market, but by the absence of structured thinking around them. That gap wasn't accidental. It was by design. BCG exists to close it.

We started without a precedent or a playbook. Just a shared belief — that the right systems need to exist, and that someone has to build them. So we did.

WHO WE'VE SERVED

PAST CLIENTS

Real businesses across India trust BCG

A snapshot of active recent engagements across D2C, FMCG, media, EdTech and social impact.

MATRVEDUM HERBS

AYURVEDIC WELLNESS · D2C

Heritage-led wellness brand

- Built scalable growth strategy
- Strengthened brand positioning
- Enabled operational expansion



MEDIA FEDERATION OF INDIA

MEDIA · MEMBERSHIP BODY

Pan-India media network

- Developed partnership ecosystem
- Structured member engagement model
- Expanded industry collaboration



ECOFREAK INFRA

CONSTRUCTION & BUILDING MATERIALS

Sustainable construction material

- Strengthened brand positioning in North India
- Built digital presence & lead generation pipeline
- Showcased high-performance sustainable tech



TRIBE FOUNDATION

YOUTH PHILANTHROPY - SOCIAL IMPACT

Global social impact organization for youth

- Built India market entry strategy
- Enabled CSR funding & donor partnerships
- Established campus & youth network



SEEMA FOUNDATION

EDUCATIONAL INITIATIVE - SOCIAL IMPACT

Education oriented NGO/NPO

- Ran CSR fundraising campaigns
- Strengthened pre-existing campaigns
- Designed operational workflows for efficiency



GUBY ROGERS ACADEMY

EdTech

Career and soft-skill development program

- Built offline market presence
- Helped integrate AI to curriculum
- Strategized efficient staff hiring practices



+ More projects across

FMCG

EDTech

Fintech

D2C

Social Impact

Media

Wellness

Ayurveda

ADVISORY BOARD

A senior bench of operators and investors who shape our project standards and mentor consultants on every live engagement.



Franck Vinchon

Fractional CMO & Brand Specialist

20+ years turning underdog brands into movements across 100+ companies. An IDEO-certified coach with 80 industry awards — he doesn't just build brands, he builds fan bases.



Tanmay Sadana

General Manager, Urban Company (Ex-Bain & Co.)

From Bain boardrooms to high-growth startups, Tanmay untangles revenue and pricing problems. He's coached 100+ students and leads projects that actually move the needle.



SH. V.K.PHOA

Senior Banking Leader (Former PNB Executive)

From rural financial inclusion to large-scale commercial compliance, V.K. brings steady, hard-earned judgment that only comes from decades in banking.



SH. S.K. ARORA

Retd. JKAS Officer (Former Special Secretary, J&K)

Having served across Health, Home, and PWD departments in J&K, S.K. knows how governance actually works — his counsel is grounded in real administrative complexity.



Mahika Goyal

Consultant, ZS Associates (Data Analytics)

Builds pharma sales force models deployed across 50+ countries. Mahika turns complex datasets into decisions that commercial teams can actually act on.



Akphan Behera

Audit Senior, Deloitte (US CPA)

Triple gold medalist who moved from academic excellence into financial audit at Deloitte. Beyond the numbers, she's championed women's empowerment through G20 and WICCI platforms.



Zeeshan Ahmad

Strategy Consultant, FSG (Ex-Dalberg)

Rooted in Dalberg and FSG, Zeeshan asks the questions most skip — what does this actually change, and for whom? Rigorous research with a genuine commitment to impact.



Anantbabu Lakshmanan

Strategy & Product Consultant (Former BCG, GDI & IPAC)

Experienced strategy and product consultant with exposure to BCG, GDI, and IPAC. Combines consulting rigor with execution-focused expertise across education, policy, and organizational growth initiatives.

OUR SERVICES

01

MARKET AND CONSUMER RESEARCH

- Decode your industry with structured competitor analysis, **TAM/SAM/SOM** sizing, and **behavioral segmentation** to reveal what your customers actually respond to.
- Uncover opportunity gaps using primary surveys, user interviews, and Tier 2/3 market deep dives that give you insights your competitors don't have.

02

STRATEGY AND BUSINESS CONSULTING

- Cut through business noise using **GTM strategy, competitive mapping, and positioning frameworks** that expose exactly where you're losing momentum.
- Design airtight growth roadmaps built on **pricing strategy, funnel optimisation, and operational alignment** so the business moves with purpose.

03

DIGITAL MARKETING AND EXECUTION

- Build magnetic digital presence through **brand positioning, website UX revamps, and narrative-driven content** tied to buyer psychology.
- Launch performance campaigns powered by **funnel-based ads, retargeting loops, and creative optimisation** that turn clicks into conversions.

04

STARTUP ACCELERATION

- Give founders sharp product clarity through **PMF testing, cohort insights, and zero-to-one GTM design** that prevents costly missteps.
- Drive execution sprints across **acquisition, engagement, retention, and monetization** so the startup grows with discipline and not luck.

OUR SERVICES



Market & Consumer Research

- We dig into your market the way your competitors won't — with structured competitor analysis, TAM/SAM/SOM sizing, and behavioral segmentation that tells you what customers actually respond to.
- Through primary surveys, real user interviews, and Tier 2/3 deep dives, we surface opportunity gaps your rivals haven't spotted yet.



Strategy & Business Consulting

- We cut through the noise with GTM strategy, competitive mapping, and positioning frameworks that pinpoint exactly where you're losing momentum — and what to do about it.
- From there, we build growth roadmaps grounded in pricing strategy, funnel optimisation, and operational alignment, so every part of the business moves with purpose.



Digital Marketing & Execution

- We shape digital presence that actually pulls people in — through brand positioning, UX-led website revamps, and content built around how your buyers think, not just what looks good.
- Our performance campaigns run on funnel-based ads, retargeting loops, and relentless creative optimisation — turning clicks into conversions, not just traffic.



Startup Acceleration

- Founders get sharp product clarity early — through PMF testing, cohort insights, and zero-to-one GTM design that helps you avoid the mistakes that quietly kill startups.
- We then run execution sprints across acquisition, engagement, retention, and monetisation — building a startup that grows on discipline, not just momentum.

PRICING MODELS

Three ways to work with BCG. Pick the cadence that matches your stage — or stack a custom add-on for one-off depth work.



FLEXIBILITY
Fully Stackable Plans



COMMITMENT
Monthly / Quarterly / Annually



COVERAGE
Strategy · Execution · Growth



Subscription
ALWAYS-ON PARTNERSHIP

MONTHLY QUARTERLY ANNUAL

- **Flexible cadence** — monthly, quarterly, or annual plans tailored to selected services
- **Continuous support** across strategic planning, execution, and ongoing optimization
- **Long-term growth** partnership with consistent team access and deep context

— BEST FOR
Businesses seeking sustained growth



Hourly
PAY-AS-YOU-GO

ON DEMAND ROLLOVER

- **Usage-based billing** — pay only for hours consumed across consulting or execution services
- **Full transparency** with itemised hourly billing and flexible engagement terms
- **Rollover hours** carry forward unused time based on monthly, quarterly, or annual deal

— BEST FOR
Project-based or exploratory work



Customized Add-on
BESPOKE SOLUTIONS

TAILORED SCOPE FLEXIBLE

- **Bespoke packages** designed from the ground up around your unique business requirements
- **Extended solutions** that go beyond standard offerings with fully custom deliverables
- **Variable scope, pricing,** and execution timeline defined collaboratively per engagement

— BEST FOR
Complex or one-off depth projects



LET'S BUILD INDIA'S CONSULTING FUTURE TOGETHER.



Utkarsh Jain
Co-Founder
Bharat Consulting Group

Led GTM @HealthKart | Britannia Strategy
| 180DC Leadership



Kush Manchanda
Co-Founder
Bharat Consulting Group

President @180DC (100+ team) |
Finance @J&K Bank

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