



Statement of Capability



Tomorrows Market Innovators Private Limited



**MARKET INSIGHT
CONSULTANTS**

Our Brand and proprietorship firm established
on 6th June 2002



We grow your business.. With you....

Tomorrow's Market Innovators Private Limited
Our legal entity established in 2013 and a
registered MSME

- ❖ Market Feasibilities
- ❖ Marketing Strategies
- ❖ SME Consulting
- ❖ Program Management
- ❖ Market Process Outsourcing
- ❖ Custom Assignments for Growth

Our Ethics and Core Values

सत्य (Truth)

We Work Honestly – we go the extra mile to know the Truth of the market – we have the confidence to share the bare truth with our clients

धर्म (Duty)

Despite Adversity, despite challenge – we walk the extra mile for our clients. It signifies the innate strength of the organization to stand firm

अनुराग् (Winning)

We define ourselves by our passion to win, no matter the circumstances.

हर्ष (Happiness)

Our greatest strengths are in delivering happiness to our customers. In their delight lies the growth of our organization

Our Business

Is to Grow your Business

If you have a Business Challenge – we work with you

If you wish to diversify – we work with you

If you have a vision of growth in adverse market – we work closely with you

If you want your brand to stand out – we work with you

If you wish to know how your customer feels about you – we work with you

We do this by

Studying the Tomorrows Market for your category

Assessing your capabilities to meet Tomorrows Market

Assisting you to develop the competencies required

Enhancing your competitive position in the market

Cascading our Strategy within your company

Our Positioning

✗ **Market Research Company**

✗ **Domain Consultant**



Decision Support Consultancy with onus of client goals

Our Strengths

Partnership philosophy

Whether a 3-year long retainership or a 3-month project, you will see the MIC difference in the manner we approach your project – as our punch line says – we work closely with you.

23-year Track record

For 23 years we have been relentlessly pursuing perfection in our work

Our Multi Sector Capability

Consumer, industrial and social sectors – we have handled almost all sectors and that multi sector capability helps you to grow

Our Multi Service Expertise

From Market Assessment to Feasibility to Strategy to Customer Satisfaction to SME diagnostics to Customer Satisfaction measurement to Market Process Outsourcing.....

Our Achievements

80+ global companies assisted

We have assisted more than 80 global companies including Fortune 500 firms to either enter India or grow their business in India



Motorcycles



**Gol industrial and start-up ecosystem development
interventions assessment**



Our Achievements

Co Worked with Aviation Industry to enhance PAX experience in India

Right from 2006 when the GOI privatized Airports, we have been working in unbroken relationships with Aviation Industry for diverse studies to both enhance pax experience and airport revenues



An IATA/ m1nd-set solution



Our Achievements

Highest Body of Work on Innovation

We have worked with GOI/IIMs/ NRDC/Malviya Center for Innovation and Incubation/Foundation for MSME Clusters and have an unparalleled body of work around the crucial subject of Innovation



Department of Science & Technology



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

New Product Categories created

We worked with Solidaridad to create the sustainable textiles category in India



We worked with Troxler, USA to bring Nuclear testing of roads instead of echo



We worked with Pacific Ventures to bring first outside the hospital dialysis centers



Our Achievements

**More than 215 Assignments
on Market Assessment across
sectors**

Diverse Sectors, Diverse client profiles, diverse client contexts, we have delivered more than 215 assignments on Market Assessments and Feasibilities- over 85% implemented by clients



Our Achievements

More than 60 Assignments on Market Strategy across sectors

We have helped loss making companies to become profitable, we have re drawn Strategies for fortune 500 firms, we have developed Brand architectures – assisting numerous clients to grow in changing markets



We re drew CAT strategy for Backhoe loaders, then got a subsequent project for Wheel Loaders



We developed the GO TO market Strategy for Royal Bhutan Agro, then got a project from AWP, another Government of Bhutan company



From a successful but outdated Sub brand strategy, we re drew a Brand Strategy for Jaypee, helping them grow 700% in 1-year period in Punjab



We have drawn up a detailed Strategy for Toyota – Tsusho for conversion of AC motors into DC motors across diverse electrical and electronics sectors

Our Achievements

Own models for Customer/ Distributor Satisfaction – more than 70 assignments

We have our own models for Customer/Internal Customer/
Employee/Dealer/ Distributor Satisfaction, and these provide actionability
to the client – not just a report



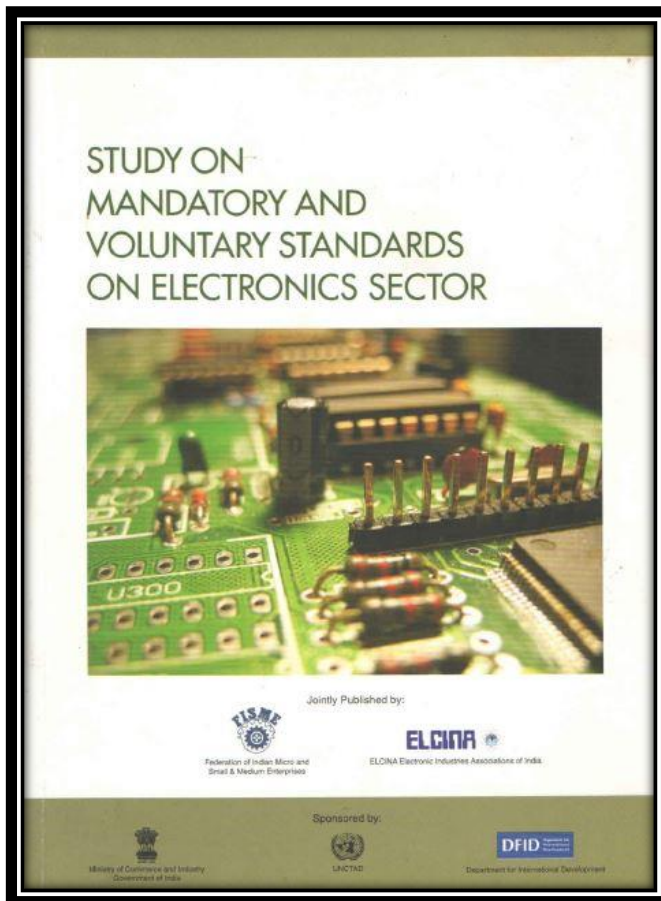
Indo-UK Trade Facilitation



Our Achievements

The Electronics Industry uses our Handbook for exporting

We co worked with our clients to transform handicrafts sector over the last 8 years



Our Achievements

We have worked with SMEs assisting them to grow manifold



**Reliable Insupacks
Private Limited**

Small NOIDA based company, with innovative products now using our strategy to grow



**Textile Rubber &
Chemical Co., Inc.**

Loss Making Indian JV based at Bhadohi used our Strategy to diversify product from Carpet Latex to Bathmat latex and now hugely profitable – from 2cr to Rs 35cr top line

connectwell
THE RIGHT CONNECTION

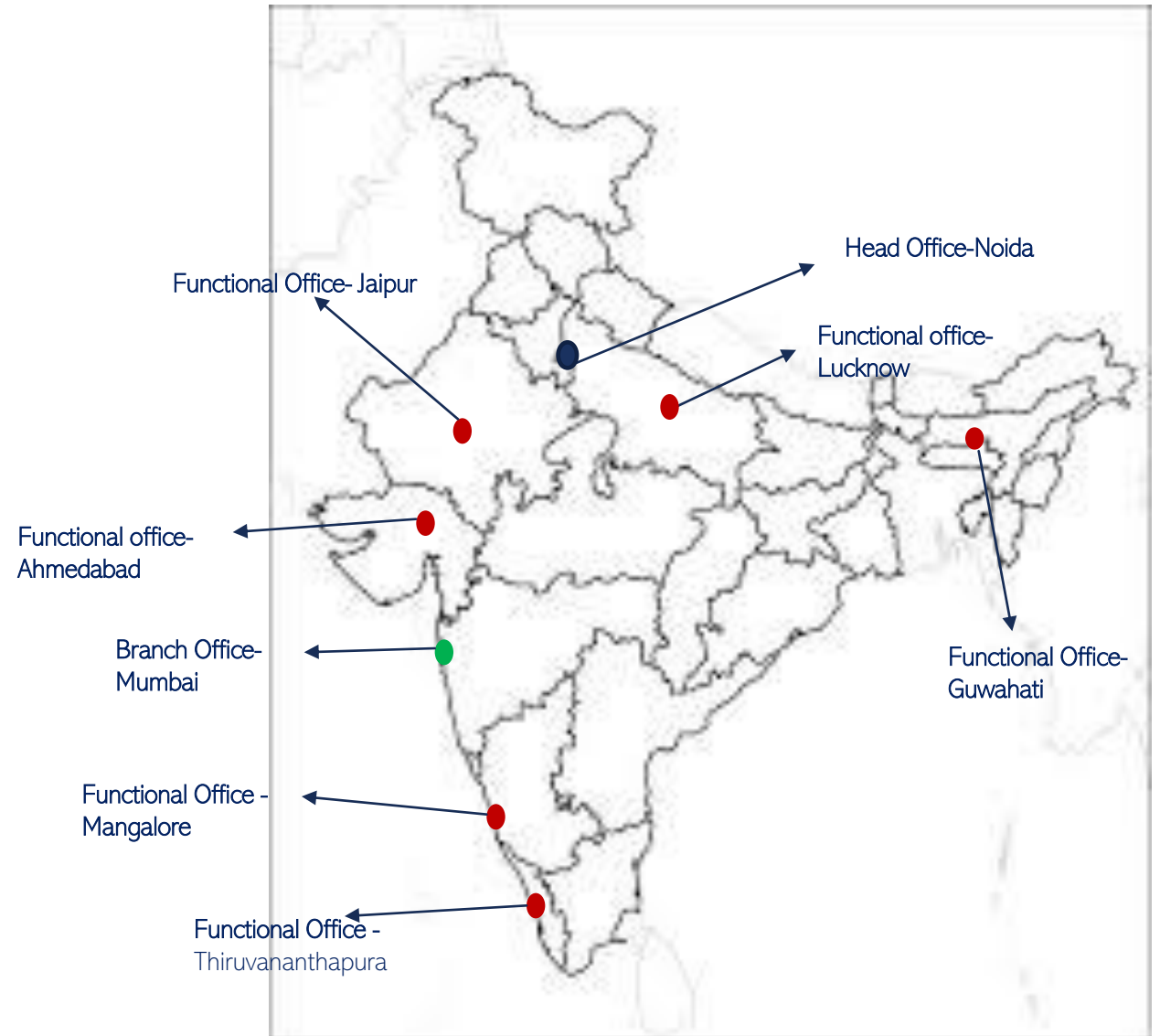
Interventions for this Mumbai based electrical products company were Market Research/Direct Marketing/ Brand assessment – company grown at 20% higher than peers!



Interventions for this Ghaziabad based cylindrical grinding company were Customer satisfaction/Brand Architecture/film making/people skills – now leader in segment and a 100cr company !

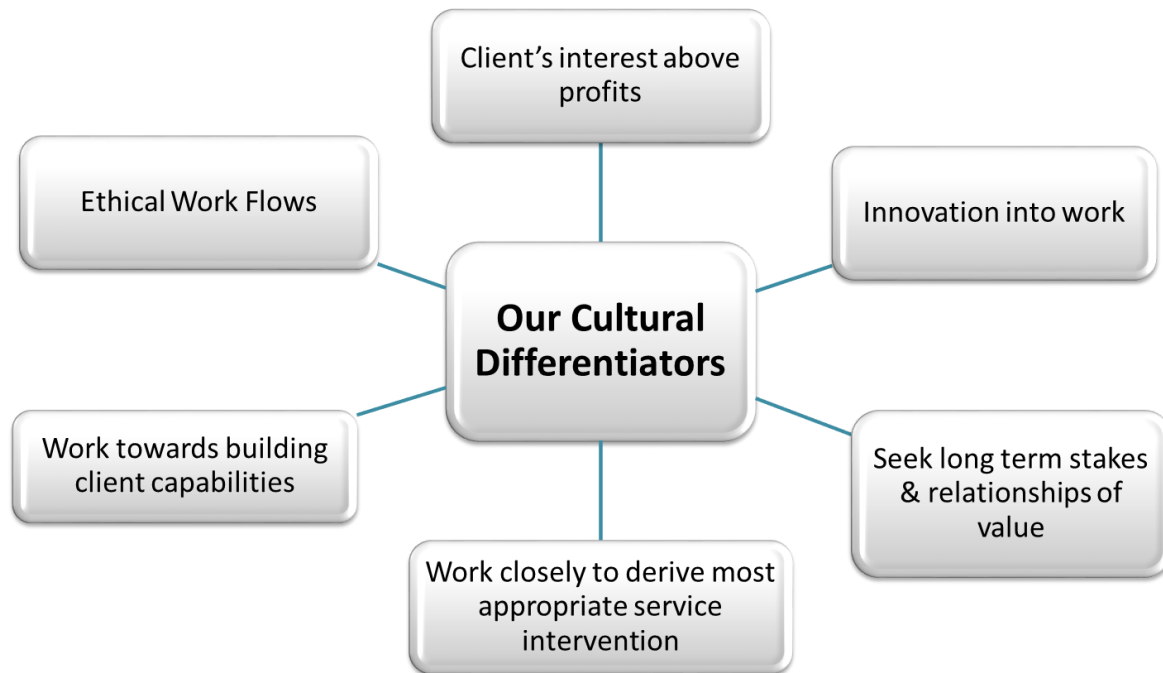
Our Capability

- 30 Full time Employees
- Offices
 - Head Office- Noida
 - Branch Office- Mumbai
 - Functional Office –
Lucknow/Ahmedabad/Guwahati/Thiruvananthapura
m/Mumbai/Jaipur/Mangalore
- Global Consultant Network
- Tie up with 30 Field Agencies including overseas field agencies
- Full value stream (design – field – analytics- inference – report – training)
- Documented Quality Standards
- Owner Hands on in Business



Our Differentiators

Embedded cultural and professional differentiators



Our Promise

We would like to be humble – but we are very good at what we do – Try us – Trust us – we will ensure you meet your goals !!



Our Contacts

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