

Market & Competitor Intelligence

Outsourced Research Solutions



Pronto InfoTech and Aranca jointly provide 'market & competitor intelligence' research solutions. Pronto InfoTech is the business & solution development partner, while Aranca provides research support.

OUTSOURCED RESEARCH SOLUTIONS

MARKET AND COMPETITOR INTELLIGENCE



Make Informed Decisions, Accelerate Business Performance ...

Executives tasked with responsibility for their company's growth, profits & strategies need insightful, quick and actionable research to support key business decisions.

Since 2003, Aranca has worked with several large and mid-sized firms in USA & Europe, helping decision makers answer critical questions around markets, competition, diversification ideas & technology trends.

Deep Knowledge of Several Sectors ... Globally

Be it telecom, technology, packaging in developed markets or alternate energy, chemicals, infrastructure in BRIC nations or oil services, retail, real estate in Middle East or hydro power, mining, metals in South America - Aranca has conducted assignments in over fifty sub-sectors, covering analysis of market & competitor dynamics in 30+ countries.

With more than 250 highly qualified professionals and a senior management with extensive consulting experience, we deliver ongoing value to our clients who benefit from the deep cross-functional knowledge of our global team.

Flexible Engagement Models, for Varying Needs ...

Aranca offers different engagement options to suit the varying research needs of managers:

- **Virtual Researcher:** One or more analysts dedicated to supporting your firm's recurring research needs (tracking markets / competition, strategic initiatives, analytics, etc)
- **Bespoke Contract:** Project specific contract for one-off research needs, based on agreed scope & effort – minimum contract size not a constraint
- **Retainer Model:** 'Pay-as-you-use' option for multiple quick turnaround research requests throughout the year, subject to minimum committed hours per month

Quick & Accurate Answers, for a Range of Business Related Questions

Through our access to an extensive list of commercial and public data sources, we effectively combine desk research with primary or phone interviews to provide answers for a wide range of research questions:

- Market attractiveness assessment
- Sector snapshots
- Country profiles
- Competitor profiles & updates
- Pre-sales planning (target lists, profiles)
- Account planning (up-sell or cross-sell)
- Strategic customer updates
- Supply chain intelligence
- Financial models
- Business Plans
- Technology trends & penetration
- Technology impact on business models
- M&A: Target Identification & Profiling
- Industry News-letters
- B2B Surveys
- Database building & management
- Patent landscape analysis

Your On-Demand Knowledge Partner

Aranca is a trusted research partner for 500+ firms - from startups to Fortune 1000 companies as well as PE, VC, consulting and law firms.

Whether you want a full-time virtual resource or have an immediate, time sensitive research need - we work on both small and large assignments for our clients, with turnaround times ranging from a few hours for urgent requests to a few weeks for complex projects.

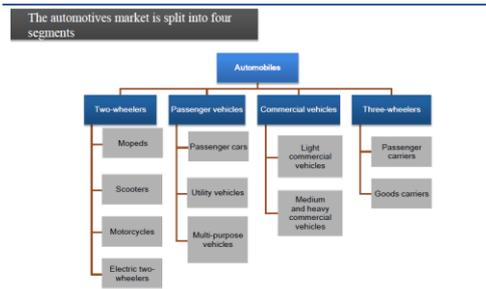
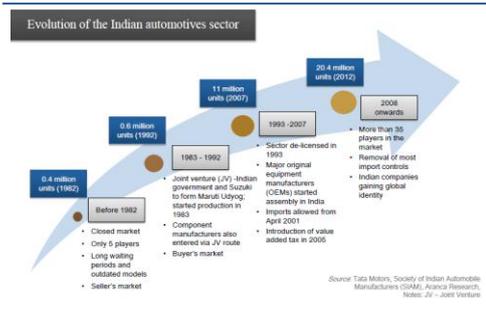
For your customized research needs, Aranca is one knowledge partner that you can definitely rely on.



CASE STUDY

OVERVIEW OF KEY SECTORS OF THE INDIAN ECONOMY

Sample Extract



Presence of a clear leader in each segment of the market

The automobiles industry is concentrated with market leaders in each segment commanding a share of over 40 per cent.

Segment	Market Leader	Market Share (%)	Others	Market Share (%)
Passenger Vehicles	MARUTI SUZUKI	45%	Others	15%
MCVs & HCVs	TATA MOTORS	63%	EICHER	7%
LCVs	TATA MOTORS	59%	POSCO	4%
Three Wheelers	BAJAJ	41%	Others	10%
Motorcycles	HERO MOTOCORP	59%	Others	7%
Scooters	HERO MOTOCORP	51%	Others	10%

Notable trends in the Indian automobiles sector

- New product launches:** Large number of products available to consumers across various segments; this has gathered pace with the entry of a number of foreign players. Reduced overall product lifecycle have forced players to employ quick product launches.
- Improving product-development capabilities:** Increasing R&D investments from both the government and the private sector. Private sector innovation has been a key determinant of growth in the sector, best example is the launch of the Tata Nano and Tata Pixel, the world's cheapest car.
- Alternative fuels:** In FY11, the CNG market was worth more than USD330 million and CNG cars and taxis are expected to register a CAGR of 28% over FY11-FY14. The CNG distribution network in India is expected to increase to 250 cities by 2018 from 93 cities in 2008.

Background

A leading industry think tank was interested in preparing a set of presentations covering the key sectors of the Indian economy. These presentations, 34 in all and one for each sector, had to give a gist about trends in the sector, growth drivers, policy and a host of other information useful for potential investors. The presentations had to portray India and the sector in particular in positive light to the international investor.

Aranca Approach

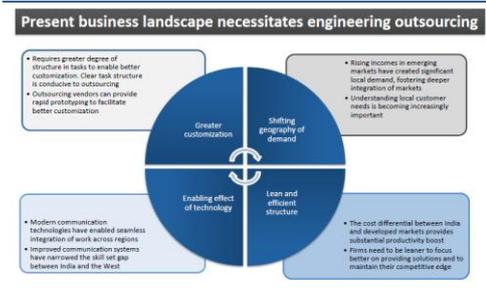
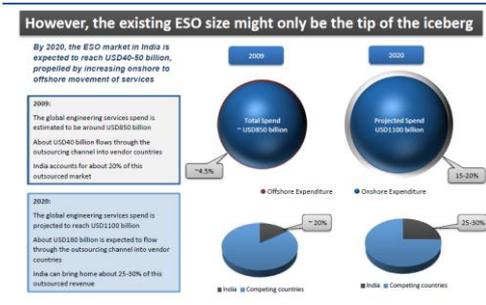
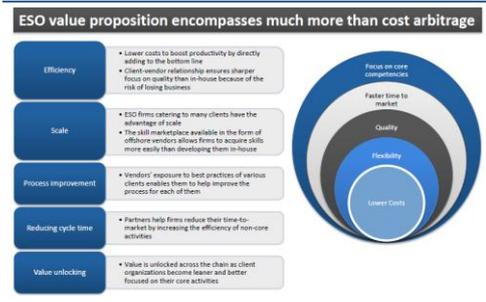
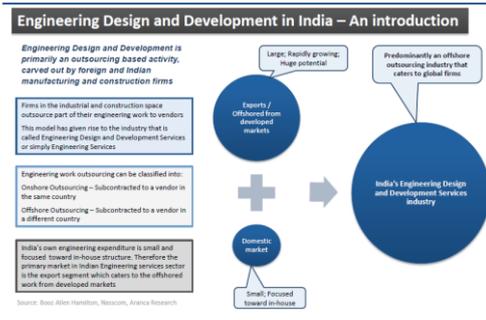
- Framing the Product:** Our approach was to build a logical framework for analysing each sector. Accordingly, we structured each presentation along the following segments:
 - Advantage India: Introductory slide bringing the case for investing in the sector upfront
 - Market overview and trends: This segment looked into evolution of the sector, market size, key players, major products and services, and current trends
 - Growth drivers: Here we listed demand side drivers, factors affecting supply, and aid to growth from regulatory and policy moves
 - Success stories: Highlights of two successful firms in the sector
 - Opportunities: Potential areas of investment for foreign (and domestic) investors within the sector
 - Useful information: Information regarding government departments, nodal agencies, glossary, etc.
- Data and Sources:** We used credible data sources, primarily government or relevant ministry/ department databases, IMF, World Bank, Bloomberg, Business Monitor International, etc.
- Client Interaction:** We used an iterative process for creating the presentations. The process included interim deliverables, feedback from the client, clarifications, and finalization of the presentation.
- Final Deliverables:** Presentation in MS PowerPoint; corresponding data in MS Excel.



CASE STUDY

INSIGHTS INTO EMERGING THEMES OF KEY SECTORS IN INDIA

Sample Extract



Background

A leading industry think tank was interested in studying emerging themes within key sectors in India. There were two topics that were taken up finally – Affordable Housing and Engineering Design and Development. The final output of the study had to be in the form of a presentation as well as a paper (for each sector).

Aranca Approach

- Initial Study:** We realised early on that the two topics differ significantly, despite having common macroeconomic growth drivers. At the same time, the topics gave an insight into some vibrant areas of the economy that are likely to drive growth in the sectors to which they belong over the medium to long term.
- Final Product:** After in-depth research, the following structures were adopted
 - **Affordable Housing:** The paper (and presentation) covered the following areas
 - Summary of the rationale for investing in Affordable Housing in India
 - A look into the real estate sector in India (residential, office, retail and hospitality markets)
 - Affordable Housing – definition and emergence in the Indian context
 - Demand drivers and favourable market dynamics; recent trends and initiatives
 - Study of the PPP model, which is an attractive prospect for investment
 - Conclusion
 - **Engineering Design and Development:** The paper (and presentation) covered the following areas
 - Expected evolution of the sector in the medium to long-term
 - India's market potential including positioning in the global market
 - Factors shaping up the engineering services industry with an eye on global trends
 - Recent activities and key trends in the sector
 - Conclusion
- Data and Sources:** We used credible data sources, primarily government or relevant ministry/ department databases, IMF, World Bank, Bloomberg, and other leading sector experts.
- Client Interaction:** We used an iterative process for creating the reports and presentations. The process included interim deliverables, feedback from the client, clarifications, and finalization of the products.
- Final Deliverables:** Presentation in MS PowerPoint; document in MS Word; requisite data in MS Excel.



CASE STUDY

SERIES OF RESEARCH PAPERS ON INDIAN MANUFACTURING

Sample Extract

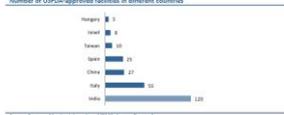
3. TRENDS IN INNOVATION IN INDIAN MANUFACTURING SPACE

3.1 Indian manufacturing sector's innovativeness

According to a World Bank report¹, India is among the world's leading innovation players in the biotechnology, pharmaceuticals, automobile parts and assembly sectors of the manufacturing industry.

For instance, the pharmaceutical sector's innovation has gained momentum due to the rising spending on research & development as a proportion of turnover by Indian pharmaceutical companies. Other fundamental factors that contribute to the sector's innovative developments are its skilled human resource, and cost-competitiveness along with the high number of facilities operating with international standards, India has over 130 USFDA approved and 84 UK MHRA-approved manufacturing facilities. These facilities significantly support the companies engaged in Contract Research and Medical Services (CRAMS).

TABLE 7
Number of USFDA-approved facilities in different countries



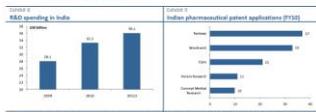
Source: Business Monitor International (BMI), Access Research

3.2 SMEs outpace large manufacturing firms on innovation intensity

The Indian manufacturing sector has been witnessing a rise in the average innovation intensity², as per a survey carried out by Government of India's National Knowledge Commission. Furthermore, SMEs registered a higher rate of innovation intensity (31 per cent) compared to large firms (22 per cent) during 2005-06. An illustration of innovation by an SME in the healthcare sector is as follows:

4.2 Domestic fundamentals driving growth in R&D activities

The manufacturing sector is concentrating on research & development (R&D), with its focus on enhancing competitiveness. Although lower than emerging market peers such as China, India's share in global R&D spending has been increasing. For instance, in 2010, India's R&D spending made up 2.9 per cent of the total global spending on R&D, higher than the 2.5 per cent share in 2005. The impact of growing R&D spending is evident from the rise in Intellectual Property (IP) applications registered in India. Over FY05-10, IP applications filed for patents rose to 34,267 from 24,505, while patents filed for designs rose to 6,092 from 4,885. Interestingly, the patents with the largest number of IP applications from India in FY10 was from the manufacturing sector - Hindustan Unilever (FMCG sector, 353 applications). Pharmaceutical companies were not far behind - the top five Indian firms filed 112 IP applications.



Source: Ministry of Health, Government of India, 2011 R&D Policy Document, Access Research

The key factor essential for ensuring R&D in the manufacturing sector is in place in India is the availability of a pool of skilled manpower to support the nation's industrial development. India has more than 250 universities, 1,500 research institutions, and 10,428 higher-education institutions. The country adds 500 IITs, 200,000 engineers and 300,000 technically-trained graduates annually. Furthermore, the combination of low cost manpower with English-speaking proficiency has added to the competitiveness of human resources in the country.

4.3 Innovative contribution to manufacturing R&D

Indian Institutes of Technology (IITs): A group of autonomous engineering and technology oriented Institutes of Technology (IITs) in FY10, filed the highest number of patent applications amongst all the institutes and universities in India.

National Dairy Research Institute (NDRI): Research activities focus on improving dairy productivity, innovating milk processing technologies and disseminating research to various stakeholders in the dairy sector to make dairying a self-sustaining business.

Indian Institute of Space (IIS): Engaged in research in various departments of science such as biological, chemical, electrical, mathematical, physical and mechanical.

Furthermore, the government is increasingly focusing on contributing towards the encouragement of home-grown innovation. Under the 11th Five-Year Plan (2007-12), the government has approved setting up 14 world-class universities for innovation. The universities would be set up on the public-private partnership model under the 'brain gain' policy of the Ministry of Human Resource Development (MHRD).

Both government as well as private players in the Indian manufacturing sector realize that R&D is a key to their global ambitions. Consequently, investments towards research have been stepped up. Given below are some notable investments in the field:

Date	R&D Investment (Implemented and/or announced)
May-11	IISRO announced the setting up of a space R&D centre in Chitradurga
Apr-11	Hitachi to invest USD60 million to set up an R&D centre in Bangalore
Aug-10	Alstom earmarked USD39 million to establish an R&D centre for power products
Jan-10	Maruti allocated USD500 million investment for an R&D centre
Oct-09	Hindustan set up an R&D centre at an investment of USD25 million
Jun-09	US Electronics doubled its annual R&D investment outlay to USD83 million

Source: Ministry of Health, Government of India, 2011 R&D Policy Document, Access Research

4.3 Reactive innovations to overcome Indian market's inbuilt barriers

India depends greatly on non-renewable sources of energy. Thermal sources coal (55 per cent) and natural gas (10 per cent) together account for majority of the country's total installed capacity. Thus, the use of these resources has increased the energy cost, which is a major cost component in key manufacturing sectors.

Background

A leading industry think tank was interested in preparing a series of research papers (eleven in all) highlighting growth of the manufacturing sector in India; the papers were targeted for an international audience. The papers were expected to discuss performance of the manufacturing sector in India, its key contributions, emerging themes and trends, and the top performing sub-sectors within manufacturing.

Aranca Approach

- **Framing the Product:** We had subdivided the research papers into two distinct categories –
 - Indian Manufacturing Overview Series Reports: The two papers in this segment were
 - Indian Manufacturing: Overview and Prospects
 - Indian Manufacturing: Profit Potential and Opportunities Across the Value Chain

The structure of the reports varied. For the first paper, we followed a typical sector study approach (profile of the sector, competitiveness, key trends, growth drivers, opportunities and conclusion). In the second report, we studied opportunities across five sub-sectors within manufacturing. The study on each sub-sector included the following

 - Sector composition and key growth drivers
 - Attractiveness of the industry and opportunities for investment
 - Value chain within the industry and profitability across this value chain
 - Theme/ Trends Series Reports: There were nine papers in this segment

Research methodology was the same but issues involved varied. Broadly, we tried to analyze the emergence of trends, driver, expected movements in future, and opportunities (wherever applicable)
- **Data and Sources:** We used credible data sources, primarily government or relevant ministry/ department databases, IMF, World Bank, Bloomberg, Business Monitor International, etc.
- **Client Interaction:** We used an iterative process for preparing the papers. The process included interim deliverables, feedback from the client, clarifications, and finalization of the papers.
- **Final Deliverables:** Document in MS Word, and an MS Excel workbook corresponding to each topic.