



COMPANY  
PROFILE

**VIDVOX**  
KNOWLEDGE EXPRESSED



# ABOUT US

- Vid comes from Sanskrit meaning Vidya (Knowledge) and Vox comes from Latin meaning Voice
- VidVox Consultancy is a team of dynamic professionals who have rich experience in serving clients by providing advisory services both in India and internationally
- Our team has worked with some of the leading international and national corporates across various sectors and functions
- We specialize in providing a full range of advisory and support services viz:
  - Planning
  - Investment banking
  - Strategy
  - India Entry
  - Sourcing
- We work with a broad range of clients at different stages of their business life cycles and across various sectors
- We believe in forming a long-term partnership with our clients and help them grow and simultaneously grow along with them
- We work with integrity, professionalism and dedication to our client's business



# OUR SERVICE OFFERINGS



Planning



Investment  
Banking



Strategy



India Entry



Sourcing



# SERVICE OFFERINGS - PLANNING

- We advise companies, entrepreneurs and investors across various sectors in successfully planning and meeting their strategic objectives
- We also assist them in acquiring , investing or divesting businesses based on the plan and strategy of the organization
- We have rich experience in providing advisory services and have strong network within the industry both in India and Internationally. Our team of experts look at all the intricacies and provide suitable advice based on the stakes involved
- We offer the following services:



# SERVICE OFFERINGS – INVESTMENT BANKING



- We advise companies, entrepreneurs and investors across various sectors in raising funds or acquiring or divesting companies and assist them in meeting their strategic objective
- We have rich experience in providing transaction advisory and have strong network within the industry both in India and Internationally
- Our offerings are:
  - Fund Raising: We assist companies and entrepreneurs in raising capital from angel investors/funds, and venture capitalists
  - Mergers and Acquisitions: We assist clients in formulating a strategy for value creation. Based on the strategy, we explore suitable M&A opportunities and advise clients in all the stages of the transaction process



# SERVICE OFFERINGS - STRATEGY

- We advise organizations on high-level decisions in an unbiased fashion, using deep industry knowledge to deliver the best results
- We offer creative solutions and ensure every angle is considered
- Some of the areas we cover during our strategic assignments are:
  - Development of strategic roadmap for the organization or a business unit
  - Creating strategic plans to enter a new market or launch a new product
  - Creating and supporting the organizations M&A Strategy
  - Functional areas covered during our strategic assignment are sales & marketing domain, pricing, customer channel and product market combination, operations, adoption of technology based on your business strategy and business requirements



# SERVICE OFFERINGS – INDIA ENTRY

## Market Assessment

- We will conduct a deep dive of the market and connect with industry stakeholders to get a true feel of the market
- This will help you in making a go- or no-go decision and making sure India is the right market for your organization

## Regulatory Affairs

- We will study the current Government Regulations for your market and prepare a report covering:
  - Import duty
  - Taxation
  - Industry regulations at the state and center level
  - Benefits if any being offered

## Statutory & Compliance

- Once an organization has decided to enter India, we undertake the following activities:
  - Company Formation
  - Regulatory Approvals and Compliances
  - Transfer Pricing and Taxation
  - Contract drafting

## Location Assessment

- Location is the key to success in manufacturing or retail. We understand your requirements and help identify the right location for your business

## Potential Partners

- If one decides to enter the country via the partnership route i.e. Joint Ventures, M&A, Distributors it is very important to make sure you are working with the right partner. We assist organizations in identifying the right partner and conducting due diligence



# SERVICE OFFERINGS - SOURCING

## Supplier Research



- Sourcing Suppliers
- Shortlisting Suppliers

## Contract Negotiation



- Negotiation
- Price Verification
- Due-Diligence

## Quality Control



- Ensuring compliance
- QC Checklist
- Inspection

## Logistics



- Shipping
- Custom Clearance

## Product Evolution



- Dispute Management
- Product Evolution
- Product Development





# OUR TEAM

## **Sankalp Bansal**

*Founder, CEO*

With 15 years of experience, Sankalp is a Bachelor in Network Engineering Technology and Undergraduate Certificate in Entrepreneurship and Innovation from Purdue University, West Lafayette, Indiana.

Sankalp was the Executive Director at the Kairali Ayurvedic Group handling groups operations, finance, IT & human resources. He headed sales for the product division including conducting need analysis exercises and introducing systems to build accountability and making department heads take ownership of their work.

Previously, Sankalp was a contributing Partner with a boutique investment bank Nucleus Partners, that specializes in Fund Raising, M&A and JV's. Sankalp has additionally working with Quantum Leap Performance Solutions, as Business Development Head, North India.

## **Eliana Koulas**

*Partner*

Eliana has significant top-tier management experience. Being a global strategic leader and a results-driven strategist with a passion for brand building, she brings 20 years of diverse experience of working for a broad range of business frameworks across Retail, Hospitality, Fashion, and Luxury. She also specializes in brand market entry and set-up.

As the Chief Operating Officer of Tom Ford, she assisted with its market entry & setup in India. Passionate about developing teams and improving their overall engagement levels, she majors in succession planning of the businesses. Before VidVox, she was the Managing Partner & Director for La Martina where she signed on its entry to the Indian market and was instrumental in setting up the brand in India. She spearheaded the brand from the architectural design phase to turn-key, which then extended to the overall management of the project which she did for 4 years.



# OUR TEAM

## **K.A.P Reddy**

*Advisor*

Reddy is a certified Chartered Accountant having over 26 years of corporate experience working in manufacturing, real estate, and service-related industries. During his career, he has helped corporates raise debt from various institutions, developed internal systems for finance control and worked with CXO's in developing MIS systems. He is a Fellow Member of The Institute of Chartered Accountants of India (ICAI) and Associate Member of The Institute of Cost Accountants of India (ICAI)

He completed his ICWA from the Institute of Cost and Works Accountants of India in 1997, CA from The Institute of Chartered Accountants of India in 1999, DISA (Diploma in Information Systems Audit), A Post Qualification Course from The ICAI 2003 and LLB from Bangalore University in 2009

## **Abhishek Gupta**

*Advisor*

Abhishek is a certified Chartered Accountant having over 10 years of experience in areas of auditing, international taxation, and regulatory services. He has worked with leading accounting firms and his last assignment was with KPMG where he was handling international taxation.

Abhishek is a graduate from Sri Ram College of Commerce, a Certified Financial Accountant from The Institute of Chartered Accountants of India and has a law degree. He is a Registered Valuer with the Insolvency and Bankruptcy Board of India and has completed his certification in Advanced Business Valuation from the Stern School of Business.



# OUR TEAM

## **Manuj Khurana**

*Advisor Mobility*

Apart from being the Advisor for Mobility for VidVox, Manuj is the founder and CEO at NewMo – strategy, investments, and partnerships advisory firm focused on New Mobility. Prior to NewMo, Manuj worked with ‘Invest India’, where he led the Renewables and Electric Mobility practice, leading extensive work in policy advocacy and investment promotion and facilitation. He is a special invitee to the Consultative Group on Future Transportation at the Office of the Principal Scientific Adviser to the Government of India.

Before being a part of ‘Invest India’, Manuj was a Strategy Consultant at Accenture Strategy with a focus on growth strategy and M&A. Further down the line, he held positions across multinationals and Indian companies in the consulting and automotive sectors.



# SOME OF OUR CLIENTS



Dr. Mosaraf Ali's  
TIME REVERSAL  
Rejuvenation Center





# THANK YOU

For more information, please contact:

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