

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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Agricultural and Agribusiness Consultants – 2016

Report Categories:

Food Processing Ingredients

Food Service - Hotel Restaurant Institutional

Exporter Guide

Fresh Fruit

Dried Fruit

Tree Nuts

Beverages

Wine

Retail Foods

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Report Highlights:

This report provides a partial list of consultants conducting market research and handling inquiries into Indian agriculture, agribusiness, food retail, food/agricultural economics, and rural affairs. This list is neither exhaustive nor all-inclusive. Inclusion of any consultant on this list does not constitute an endorsement, nor does exclusion of any consultant imply any lack of such endorsement. This list is provided as a courtesy to those who desire information in greater detail than typically provided in FAS GAIN reports.

General Information:

This report provides a partial list of consultants available for conduct of market research and other examinations of Indian agriculture, agribusiness, food retailing, food economy, and rural affairs. Some firms on this list also offer representation services for firms desiring a local presence in the market.

Readers of GAIN reports and other stakeholders sometimes request information or services which fall outside of FAS India's purview, or exceed our office's capacity to fulfill. These inquiries may range from requests for detailed research into a specific Indian state's agriculture sector to requests for in-depth market analysis for specific products. While we strive to be as helpful as possible, we are oftentimes unable to accommodate requests for customized analysis and research. As a result, below is a list of potential commercial sources which offer analytical and research services.

This list is neither exhaustive nor all-inclusive. Inclusion of any consultant on this list does not constitute an endorsement of that consultant, nor does exclusion of any consultant from this list imply any lack of such endorsement. This list is provided strictly as a courtesy to those who desire information in greater detail than that provided in this office's GAIN reports. These consultants are believed to be reliable, but neither the author of this report nor the U.S. Department of Agriculture makes any guarantee of performance by a consultant on this list, or of the accuracy or suitability of any information such a consultant may provide.

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APCO Worldwide is an independent, global communication, stakeholder engagement and business strategy firm. APCO Worldwide in India offers corporate advisory consulting, government relations, public policy, issues management, strategic communication and consulting services. Clients include multinational companies, small and medium-sized enterprises, industry associations, non-profit organizations and governments including seven of the top 10 companies in Fortune's Global 500. APCO's team includes former elected politicians, business leaders, ambassadors, journalists, government officials comprising more than 600 innovative minds altogether. The customized solutions position clients with the people that matter most to them – government, consumers, media, employees, investors and third parties in order to promote and protect their interests in India and around the world.

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Mr. Karanvir Mundrey, Director, kmundrey@atharvalife.com

Atharva is a consulting firm offering studies and market research reports for its clients around the world in the areas of Pharmaceuticals, Biotech, Agriculture & Veterinary, Ayurveda & Natural Medicine, Fisheries and Biofuels.

Chaos Design Pvt. Ltd

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Chaos is a brand strategy and design consultancy offering the discipline of corporate identity, communication, web, retail design and brand strategy consulting.

EVALUESERVE

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Ashish Gupta, COO & Country Head, ashish.gupta@evalueserve.com, india@evalueserve.com

Evalueserve is a global knowledge process outsourcing firm offering market analysis and competitive intelligence, customer insight (market research and data analytics), business development and sales support, intellectual property searches and analytics, information services, knowledge management, and financial control.

Feedback Consulting

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Feedback Consulting offers market research, business advisory, visitor assistance, and representation services. Agricultural inputs, food, and beverages are specific areas of expertise. U.S. clients include Kraft Foods, Honeywell, Virginia Department and others.

Forum of Indian Food Importers

Forum of Indian Food Importers, New Delhi

PHD House, No.4/2 Sri Institutional Area ,August Kranti Marg, New Delhi - 110016
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Forum of Indian Food Importers, Mumbai

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Forum of Indian Food Importers (FIFI), a non-profit organization with prowess in providing comprehensive knowledge on Indian F&B market, backward integration, cold chain logistics, business enhancements, market exploration, organized retail studies, online retail evaluations, and food safety. An APEX chamber representing over 15,000 food importers, retailers, hoteliers, and distributors in India, provides a diligent informative data bank on Food & Beverage trade in country and projects an efficacious knowledge network in India through its composite interactions with various government & non-government agencies, embassies, agricultural experts and international chambers. International client list includes USDA- FAS, Canadian High Commission, European Union, Italian Trade agency, Food from Spain, Austrade, Singapore Manufacturing Federation, Scottish Development International, Trade and Investment of Queensland, Australia, Dubai Export, Food from Spain, Kolenmesse, UKTI, NZTE, Mondelez, Unilever, Nestle, Mars Inc., Post Foods, Pepsi Co. , DANONE, Kellogg's. In addition to this FIFI works in close association with various Government agencies like FSSAI, Ministry of Health, Ministry of Consumer Welfare, India Trade Promotion Organization, Ministry of Commerce, Ministry of Food Processing and Industries, and Ministry of Finance.

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Global AgriSystem is an agribusiness consultancy with particular emphasis on fruits and vegetables owing to its status as an importer and exporter of produce. Services include market surveys and development of entry strategies, technical advisory services (project reports, feasibility studies, and financial services), turnkey and project management, and post-harvest management. The firm's extensive client includes Adani Agri Fresh Pvt. Ltd., Kellogg Brown & Root, Reliance Industries Ltd., and Seagram Manufacturing Ltd.

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i2i Consulting offers representation, consulting, sourcing, market research, logistics including warehousing, delegation handling, and real estate services to foreign clients. Clients include the Global Cold Chain Alliance, the Southern U.S. Trade Association, U.S. Pecan Council, Virginia Department of Agriculture and Consumer Services.

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Imprimis is a part of the Perfect Relations Group (India's leading image management and communications consultancy), which provides need-based solutions. Agriculture is one of its specialties, with particular attention to managing public perceptions of novel technologies.

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AgriWatch offers customized research, consulting services, and market intelligence for grains (rice, wheat, corn), pulses, vegetable oil, oilseeds and meals, sugar, cotton, guar (guar seed, guar gum), and spices (red chilis, black pepper, turmeric, cardamom, cumin, coriander). The firm also offers value chain studies, sub-sector studies, consumption studies, and crop surveys. Consulting services include designing and implementing procurement strategies, supply chain re-engineering, and risk management strategies. The firm offers subscriptions to proprietary market news and analysis products.

India Food Forum

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India Food Forum is a knowledge and networking platform for the food, FMCG and HoReCa business stakeholders. The knowledge platforms include print & online content, research, and the annual congregations with conference, master-classes, workshops, exhibition and awards – including: India Food Forum (Food and Grocery Forum India + India Food Service Forum + India Food Retail), India Retail Forum, India Shopping Center Forum & regional events. The Forum's knowledge platforms are relevant not only for the C level executives but also for key functionaries in HR, Marketing, Buying & Sourcing, Design & Development, Sales, Business/ Market Development, Store Opening/ Operations/ VM etc., Merchandising, IT, Supply Chain & Logistics. The forum's membership provides its members with instant access to a broad network of top-level decision makers and business owners across the broad spectrum of the Indian food, FMCG & HoReCa industry.

Indian Market Research Bureau (IMRB) International

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IMRB includes among its specialties the agriculture sector, including upstream inputs; the alcoholic beverage market; processed products; modern retail; and brand marketing. Commodities it has studied include grains, sugarcane, tea, grapes, potatoes, seeds, cattle, and poultry; inputs include pesticides, herbicides and fertilizer. IMRB publishes a “National Food Survey” of food consumption habits in urban India. Clients include BASF, Bayer Bio Science, Bayer Crop Science, Cargill, DevGen, DMR Kynetec, DuPont, DSCL, Elanco, Indo Gulf Fertilizers, Mahyco, Monsanto, Rabo Bank, Rallis, Reuters, Syngenta, Tata Chemicals, and Tata Tea, BAT Group, Bharti Group, Cadbury, Frito Lay, Heinz, Nestle, PepsiCo, and Unilever.

Ipsos Market Research

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IPSOS is a global consultancy that conducts market research, including public opinion polling.

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Iris is a market research and business analytics consultancy with a core clientele of marketers, retailers, and manufacturers. Clients include Cadbury, Frito-Lay, and Pizza Hut, among many others.

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Kantar Retail provides in-depth primary and secondary market research for the retail sector, with particular attention to strategies for growth and to consumption trends. It offers both custom research and off-the-shelf reports. Off-the-shelf reports may be purchased and downloaded directly from Kantar Retail's website.

TNS India, a part of Kantar Retail

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A global research company, which offers services in many countries including India. TNS conducts market research, including use of focus groups.

Market Insight Consultants India

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Market Insight Consultants performs primary research and data analysis, and develops strategies, including for market entry, among other services. Food-related clients include Pffanheim of France (wines) and Godrej Consumer Products.

McKinsey & Company

McKinsey & Company, Delhi Office

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McKinsey is a global management consultancy, best known for performance improvement. Its expertise includes developing growth and product entry strategies, consumer insights, and market-segment or product-specific insights.

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Millward Brown offers research-based consultancy services and brand consulting based on the client's requirements, and expertise in custom reports for India as well as several other countries. Custom research on food and beverages, the retail sector, and packaged goods can be commissioned.

Monitor Group**Monitor Group – New Delhi**

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Monitor Group offers advisory services on strategic issues in retail such as consolidation, localization, expansion into developing markets, new retail business models including online, enhanced services and loyalty programs, store format renewal, merchandising and category strategies, store design, integration of the customer experience across multiple channels, and price optimization and promotion issues.

The Nielsen Company

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Nielsen is well known for its consumer surveys and market research, particularly in the retail sector.

PricewaterhouseCoopers Pvt. Ltd

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Mr. Satish Srivastava, Associate Director Marketing

PWC in India focuses among other things on retailing- and consumer-related market research.

Raj Khalid Consultancy Pvt. Ltd

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Raj Khalid Consultancy focuses on the states of Maharashtra, Gujarat, and Goa. Its expertise includes retail-related consulting services, and visitor handling.

RNCOS E-Service Private Ltd.

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RNCOS provides market research, both with off-the-shelf and custom reports, for India as well as several other countries. Off-the-shelf food and beverage reports can be purchased and downloaded directly from the RNCOS website. Custom research can be commissioned.

The SCS Group

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The SCS Group is an agribusiness-oriented consultancy offering market research, marketing and representation services, logistics, public communications, policy analysis, and training. The company has served many international and national clients in the field of agribusiness. Current clients include the California Table Grape Commission, California Walnut Board and Commission, U.S. Apple Export Council, Food Export USA Midwest and Northeast, Sunkist Growers, Pear Bureau Northwest, and Washington Apple Commission.

Tata Consultancy Services

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The Tata Group's consultancy offers expertise in food and beverages, with emphasis on assisting retailers in optimizing retail operations.

Technopak Advisors Pvt. Ltd.

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Mr. Arvind K. Singhal, Chairman, arvind.singhal@technopak.com

Technopak offers business strategy development, supply chain assessments, performance audits, turnkey solutions, sector opportunity scans, concept development, consumer insights, and partner searches, among other services, in the food and agricultural sphere. Technopak has specific product and commodity expertise in baked goods and confections, beverages (alcoholic and non-alcoholic), fish and marine foods, groceries and staples, fruits and vegetables, meat and poultry products, milk and dairy products, packaged and convenience foods. Clients include Cotton Council International, Honeywell International Inc., Patanjali Food and Herbal Park Pvt. Ltd., Jharkhand Mega Food Park Pvt. Ltd., Northwest Venture Capital, Blue Star Limited, K.P.R. Fertilisers Ltd., IEP Fund Advisors Private Limited, Agricultural and Processed Food Products Export Development Authority (APEDA) of the Indian Ministry of Commerce, Turkish Hazelnut Promotion Group (FTG), L E Pritchitt & Co. Ltd., Japan External Trade Organization (JETRO), International Finance Cooperation (IFC), The World Bank Group, Reliance ADAG Group, and Gopaljee Dairy Foods Pvt. Ltd.

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Techpro specializes in analysis of the grains and livestock feed industries, and its services include market research and market intelligence, project planning and implementation, feasibility studies, executive search, seminar organization and liaison work, including local representation. Current clients include the U.S. Grains Council.

Tecnova India Private Limited.

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Tecnova offers product market entry and market research services for the retail industry, as well as support services (including human resources, finance, regulatory, and administrative services).

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Third eyesight is a specialist management consulting firm focused on the retail and consumer products ecosystem. They offer strategic solutions to establish a new business / market / product, and/or rejuvenate an existing business and hold expertise in retail, distribution and supply chains in various sectors. Some of the service areas include market familiarization, growth, diversification strategy, brand strategy, marketing strategy, industry research, sector study, market entry strategy, product development, due diligence, partner search & evaluation, sales and marketing support, India office set-up, Sourcing & supply Chain and so on. Some of the clients include Domino's, Fruit of the Loom, Food Tech Holland, and American Pistachios.

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TransGraph consulting provides price forecasting and risk management solutions to various companies in manufacturing, trading, refining and FMCG industry segments. Transgraph's deliverables span from

research reports, hedge modeling, drafting of risk management policy, customized procurement / trading / hedging strategies with support from focused and knowledgeable engagement manager

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Troika Consulting specializes in representing foreign brands in India. It represents foreign boards/associations/brands among trade partners, provides Indian consumer insights and also takes care of all the marketing and branding requirements in India. It has extensive experience in representing Cotton Council International (CCI) in India among both the consumers and the trade.

Wealthtree Advisors Private Limited

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Wealth Tree is a market entry consultancy firm focused on India. It offers feasibility studies, tax structuring of investments, partner-, distributor- and agent search; B2B meeting arrangement, regulatory approvals, accounting and payroll outsourcing, sales representation, country representation of foreign trade and investment promotion bodies, strategic sourcing, and senior management headhunting.
