

Corporate Profile



Solutions for Tomorrow

#PrimusTurns5

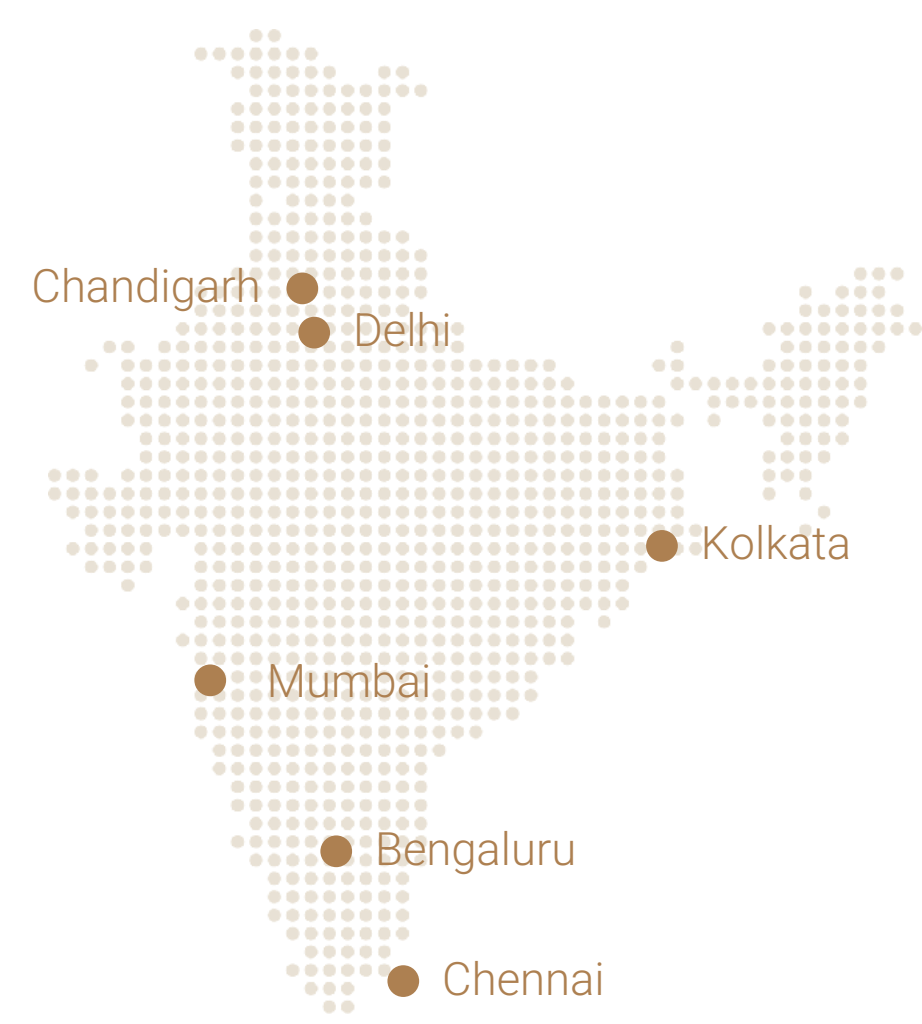


India's Largest Consulting focused on the concept of 'Idea Realisation'


300
Consultants

200+
Projects Delivered


240+
Ongoing Projects



6
India
Offices



Projects in
18
States



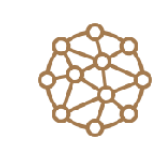
3
International
offices



Projects in
13+
countries



Five Service Lines focused on ideas and pathways to their realisation



Climate Goal
Realisation



Digital and Data
Strategy
Realisation



Economic
Potential
Realisation



Public Policy
Realisation



Transaction
Realisation



Trusted and engaged by the leading Global and Indian organizations



Serving 5 of the Top 10 Global Brands

 Our **Retention and Renewal** Rate is **90%+**

Projects impacting 10 Crore + citizens



Parivar Pehchan Patra

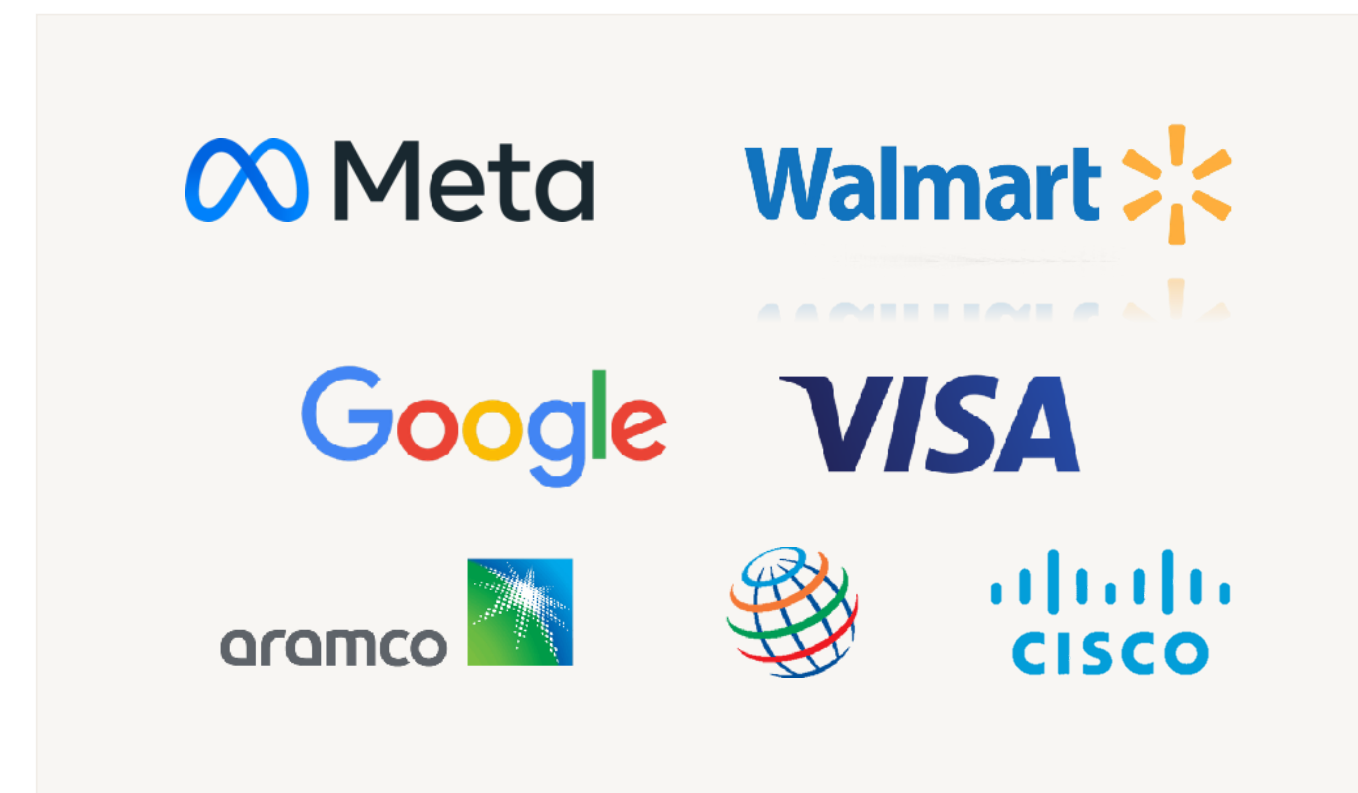


Aarogya Setu



G20

Our Leading Client Engagements



Partnerships to drive outcomes and in-depth solutions



Empanelment with leading State Governments



Consulting with all the leading Global UN organisations



Quality is the backbone of our Operations



GPTW
Certified since inception



CMMI Level 5
Certified Organisation*



We are a proud signatory to the
UN Women Program



- Dedicated to quality and process excellence, as evidenced by our 4 ISO certifications (ISO 9001:2015, ISO 27001:2013, ISO 14001:2015, and ISO 20000)
- One of the fastest organizations to achieve CMMI Level 5 organization
- Recognized as a 'great place to work' for the past four years highlighting our commitment to maintaining a positive and inclusive work environment
- Proud Signatory to the UN Women Program

Solution Mindset is at the heart of Idea Realisation and makes things happen



Excellence Centre | Leveraging DPI to produce solutions



Family ID | Benefit Management for the Future



Panchlekha | Enabling Governance where it matters



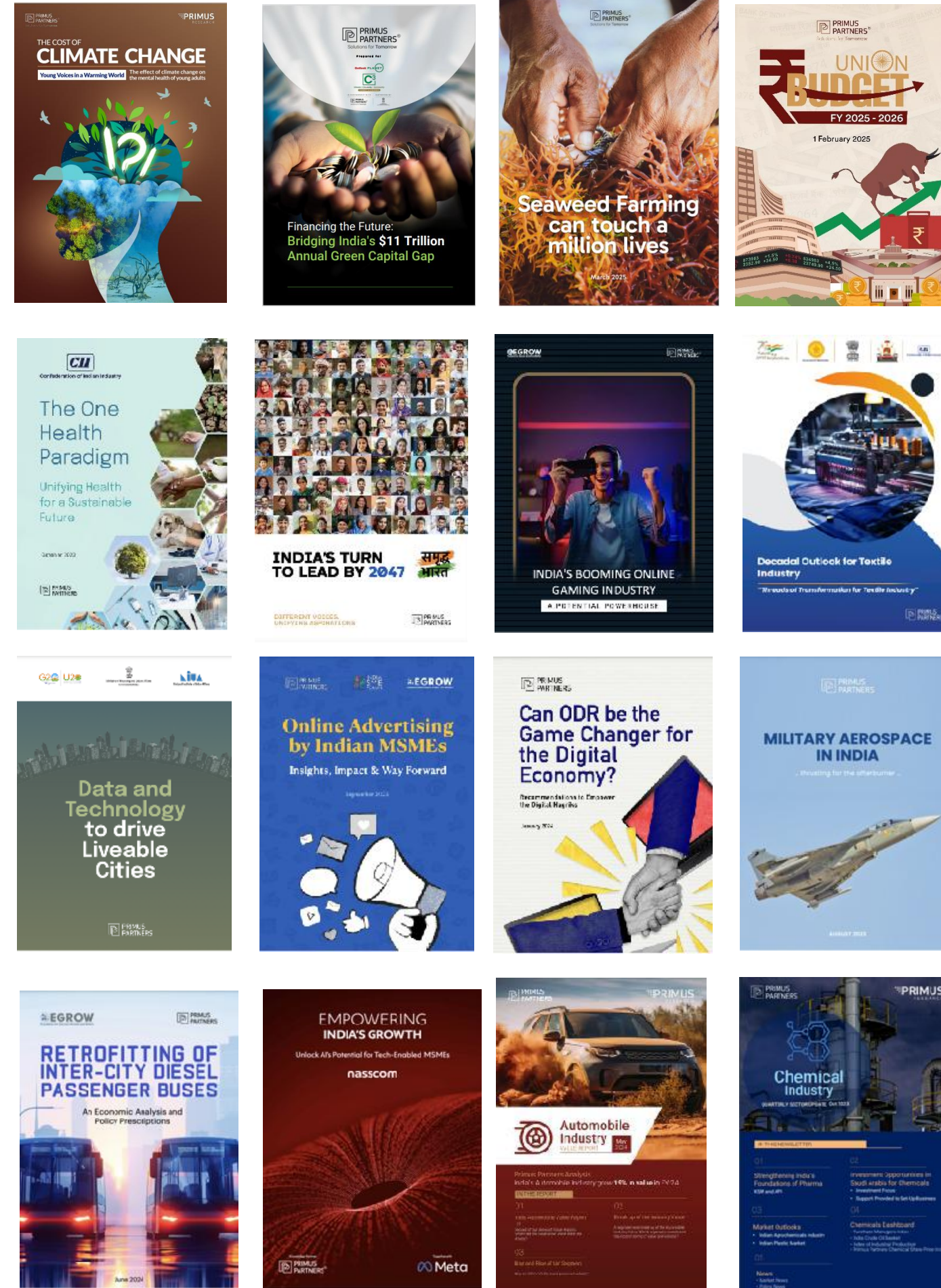
SDG Market Place | Investing so that we have a future



Project Management (PMIS) | For ensuring outcomes

Primus Research is a core pillar of the work we do

Reports, Op-Eds, PoVs and more



News Coverage

Meta

New Insights To Help India's MSMEs Use AI To Drive Growth

On the occasion of World MSME Day, we launched a white paper with nasscom, the apex body for the technology industry in India.

1 month ago

Business Today

Can retrofitting reduce the cost of electric buses?

Retrofitting is the process of transforming existing ICE vehicles into electric vehicles.

1 month ago

ET CISO

78 pc industry leaders urge for accelerating responsible AI ecosystem in India: Report

About 78 per cent of industry leaders urge for accelerating a responsible Artificial Intelligence (AI) ecosystem in India to help improve...

8 days ago

CNBC TV18

70% upbeat on India as developed economy by 2047: Primus Partners Survey

A survey conducted by Indian management consulting firm Primus Partners, encompassing 2047 respondents from 25 states and Union Territories, reveals that...

3 weeks ago

Inc42

Shifting The Spotlight: Primus Partners' Charu Malhotra On Thriving Startup Culture In Indian Tier II & III ...

Shifting The Spotlight: Primus Partners' Charu Malhotra On Thriving Startup Culture In Indian Tier II & III Cities ... The narrative of India's...

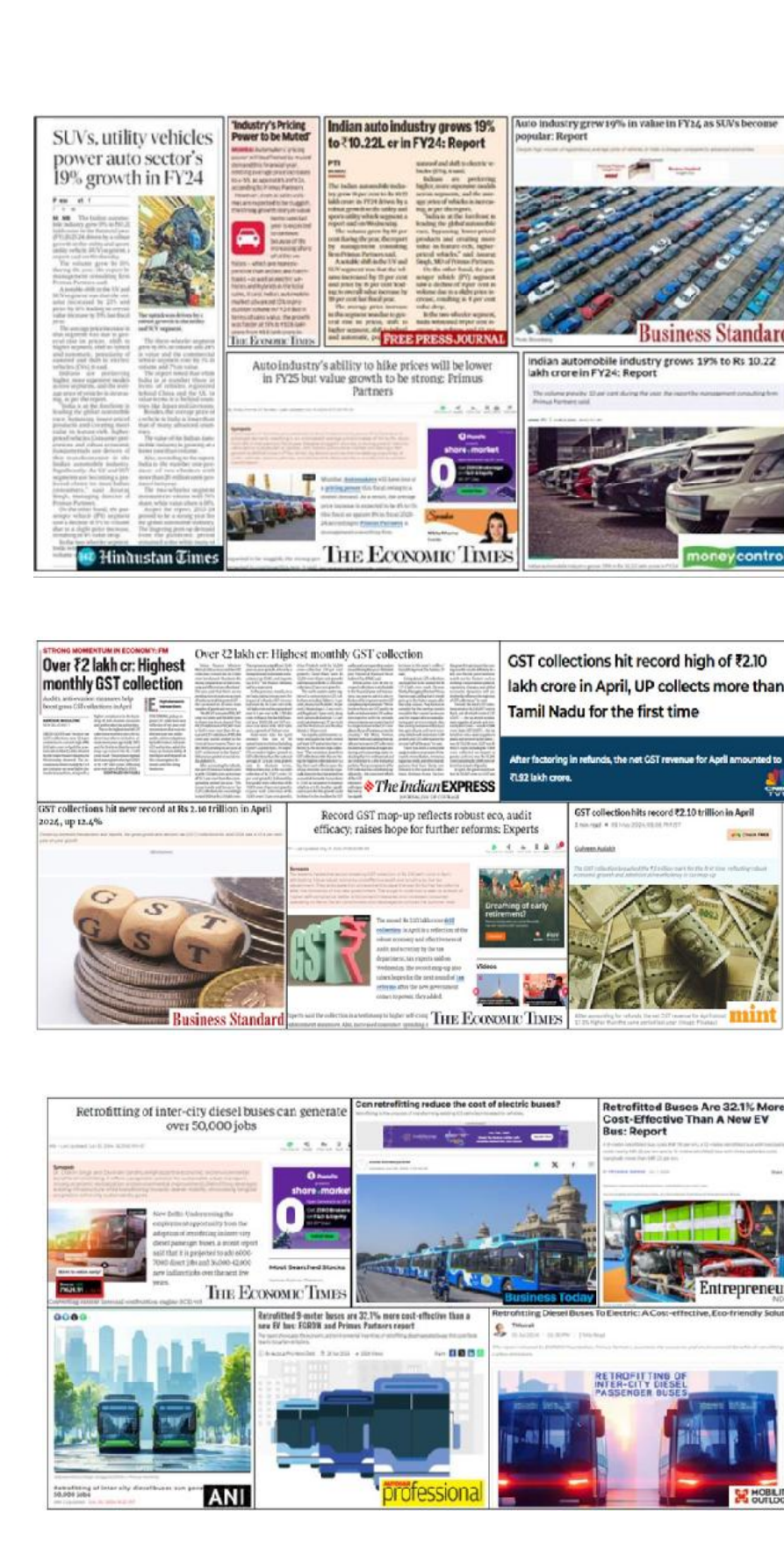
27 Feb 2024

Moneycontrol

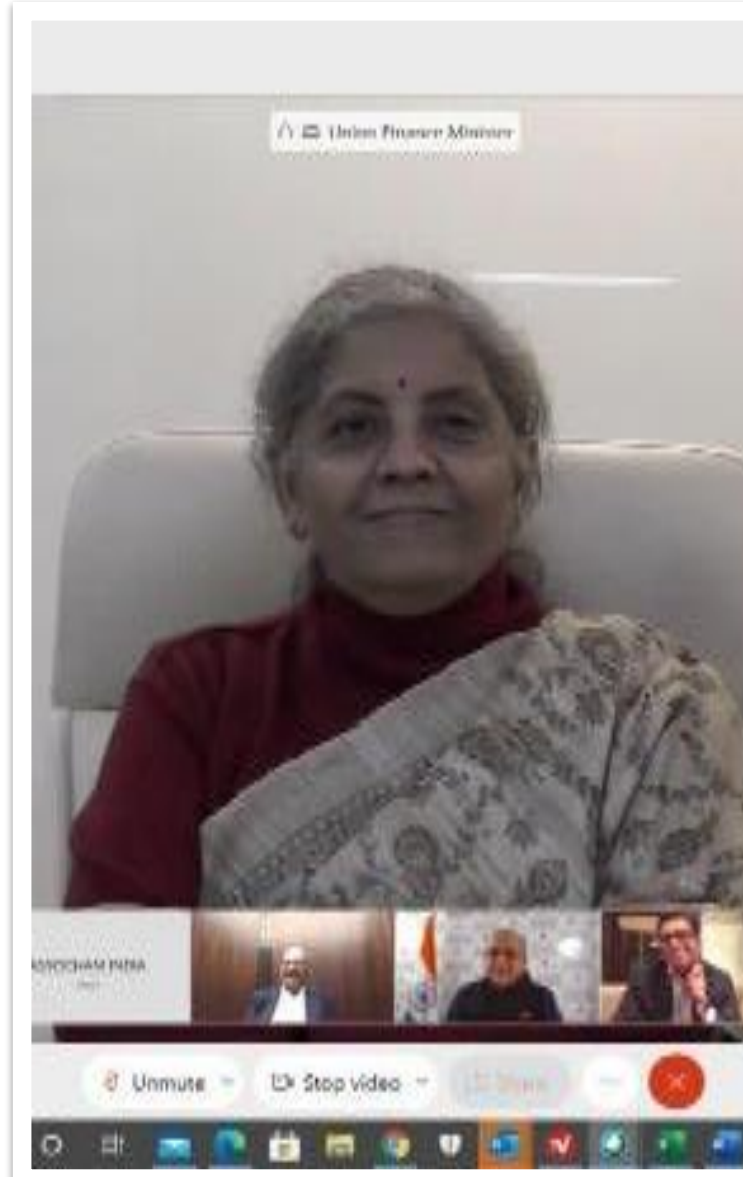
Clarity on GST will push job growth in gaming, firms cautious now: Primus Partners head

The online gaming currently employs 1 lakh individuals, with projections for an additional 1.5 lakh jobs by 2025. In 2021, the online gaming...

1 month ago



Our work gets
acknowledged
at the highest
levels of the
government





INDIEN NEWSLETTER

ENVOY
AUSGABE 137 - JUNI 2024

सत्यमेव जयते

Monatlicher Newsletter der Indischen Botschaft in Wien.



Im Geschäftsjahr 24 stieg der Umsatz der indischen Automobilindustrie um 19 % auf 122,53 Mrd. USD, was vor allem auf das Wachstum im Segment der Nutzfahrzeuge und Sport Utility Vehicles (SUV) zurückzuführen ist, wie Primus Partners, eine Unternehmensberatung, berichtet. Das Fahrzeugvolumen stieg jährlich um 10%, was die robuste Verbrauchernachfrage unterstreicht.

Die Regelung von der Production Linked Incentive (PLI) soll in den nächsten 4 Jahren Investitionen in Höhe von 35,95 - 47,93 Mrd. USD anziehen und 200.000 Arbeitsplätze schaffen, in Sektoren wie Halbleitern, Solarmodulen und pharmazeutischen Zwischenprodukten.



Die Weltbank hat ihre Wachstumsprognose für Indien für das GJ25 bei 6,6% belassen. "Indien wird die am schnellsten wachsende größte Volkswirtschaft der Welt bleiben."





PMO India
@PMOIndia

Indian automobile industry grows 19 pc to Rs 10.22 lakh cr in FY24: Report
[economictimes.indiatimes.com/industry/auto/...](https://economictimes.indiatimes.com/industry/auto/)

via NaMo App

Indian automobile industry grows 19 pc to Rs 10.22 lakh cr in FY24: Report
THE ECONOMIC TIMES JUNE 20TH, 2024



Passion brought us and keeps us here - our focus is our expertise

12 MDs | A dedicated leadership team with proven track records of industry and thought leaders



Nilaya Varma
Group CEO, and Lead - Public Policy Realisation



Devroop Dhar
India CEO and Lead - Digital & Data Strategy Realisation



Davinder Sandhu
Chairman, and Lead - Roads and Railways; Energy



Aarti Harbhajanka
MD and Lead - Housing and Urban



Charu Malhotra
MD, and Lead - Change Management; Education, Entrepreneurship and Employment



Kanishk Maheshwari
MD, and Lead - Economic Potential Realisation



Sameer Jain
MD, and Co-Lead - Climate Goal Realisation and CEO - Primus Partners Solutions



Shravan Shetty
MD, and Lead - Transaction Realisation; and FS - Capital Markets



Arun Moral
MD, and Lead - Technology



Ramakrishnan M
MD, and Co-Lead - Climate Goal Realisation



Pragya Priyadarshini
MD and Lead - Infrastructure Advisory



Vinay Singh
MD, USA office

300 Consultants | Bringing together the best of Private and Public Sector experience



Our Team's average number of years of experience is double the typical average at Big 4 Consulting firms **9.5 years**



Diversity | Allowing us to create ideas that work

1st to nth Generation Learners - holding varied degrees such as:



Public Policy



IT



Environment



MBA



Economics



Science

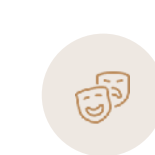


Sociology



Biotech

Passionate individuals and eager hobbyists such as:



Actors



Artists



Bakers



Bikers



Farmers



Musicians



Sports

Our Convening Power and Impact for our clients is second to none



The Global Fund-India Summit 2023



NITI Aayog Innovation Workshop



AVGC-XR Hub Workshop - Tamil Nadu



Responsible AI in Online Ads



Discussions at decision-making level



Maharashtra at BharatTex 2024



Vidyanjali is a scholarship programme by the **Ministry of Education**, to provide financial assistance and mentorship to meritorious students lacking means who are passing out of Navodaya Vidyalayas across India, in their undergraduate degree completion.

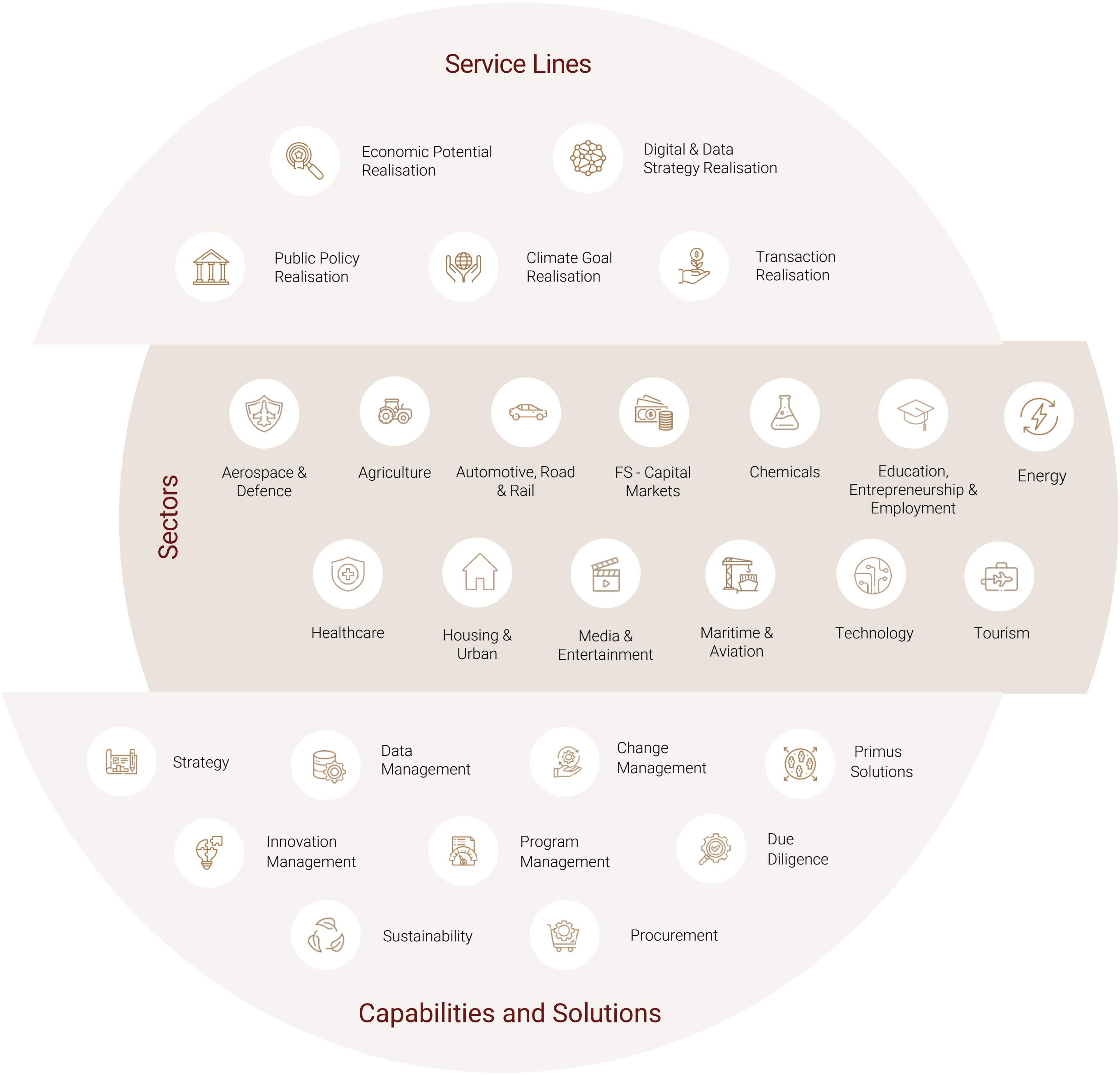
Impact:

- INR 2.1 Crore mobilised from private sector
- 150 students impacted since February 2024





Sectors are at the core of our Go-to-Market which leverages our Capabilities and Solutions



PROFILE

Climate Goal Realisation

Shaping Our Future



**PRIMUS
PARTNERS®**
Solutions for Tomorrow



Climate Goal Realisation

Shaping Our Future

Assisting clients in mainstreaming sustainability and associated areas as part of their business strategies through policy transformation, Impact investments, compliance and community focused products and services.

Why Primus?

Primus Partners brings to its client multi-sectoral experience supported by Socio-Economic Impact solutions and Technology enablement across industries.

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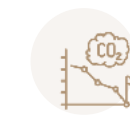
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Services



Net Zero Transition Strategies

Net Zero transition with robust implementation roadmaps for different sectors & geographies



Impact Investments

Devising strategies for driving Impact investment, including enhanced access to carbon markets



CSR & DEI Advisory

Developing CSR strategies (including DEI initiatives) integrated with businesses and focused on communities



Green Technologies Adoption

Technology blueprints for monitoring, process optimisation and efficiencies in the organisation value chains



Climate Change Resilience & Adaptation

Increasing resilience to climate change with robust adaptation plans for different sectors, States and Districts.



Board Stewardship Advisory

Integrating ESG in Organisation's Business strategies with ESG Benchmarking and Balance Scorecards

Our Tools and Approach



Integrated Climate Action Framework for multiple sectors



Green & Blue Master Planning Toolkit for Cities



ESG Impact Assessment and Reporting framework



PMIS & Supply Chain Traceability solutions



Competency and Board KPI Frameworks for ESG Leadership



State Climate Action Annual Report Cards



Liveability framework of Urban and Rural India



SDG Marketplace

Impact

- Strengthened regional health systems' resilience to climate change, improving public health outcomes across South-East Asia through actionable recommendations
- Improved the economic livelihoods of local communities by introducing sustainable agricultural and infrastructure development practices.
- Facilitated stronger collaboration between EU companies and India's energy and climate sectors, promoting sustainable business solutions.
- Advanced the adoption of hydrogen as a green fuel, promoting energy efficiency and reducing carbon emissions
- Enabled a leading metro in India to enhance its Liveability metrics, focusing on creating an integrated & sustainable approach to urban development.
- Enabled cross-sectoral collaboration on climate-health linkages, guiding integrated climate-health action across 11 countries in South-East Asia.
- Transforming Higher Education in India by mobilizing funding using CSR

PROFILE

Digital and Data Strategy Realisation

Technology that
Drives Success



Digital and Data Strategy Realisation

Technology that Drives Success

The Digital and Data Strategy Realisation practice assists in the adoption of technology-neutral platforms and sector accelerators focused on Government priorities.

Why Primus?

Primus Partners works extensively in the Digital space with clients in the public and private sector across the whole digital transformation journey.

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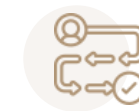
Services



Digital Strategy & Transformation



Digital Solution Design



Customer Experience and Human Centric Design



Innovation & Emerging Technologies



Design of Digital Public Infrastructure (DPI)



Procurement Strategy and Partner Selection



Technology Strategy and Operational Model Design



Data Centre and Cloud Cost Optimization

Our Tools and Approach



Customer Journey Framework



Customised Process Re-engineering Framework



Analytics and Customised Dashboards



Framework for Implementation of DPI



Project M&E Framework

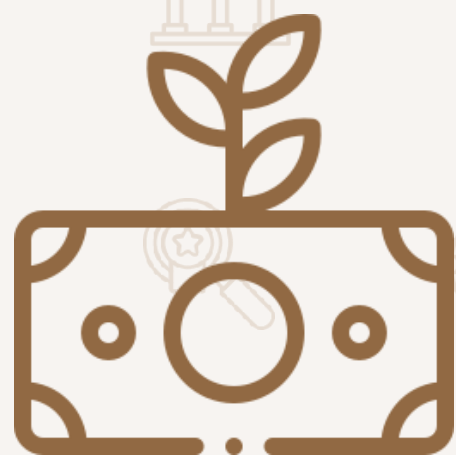
Impact

- Supported a Caribbean nation in their complete digital transformation journey
- Aided a public broadcaster in designing the implementation of their OTT platform
- Enabled a Capital City Authority in Africa for process reengineering and modernization of their service delivery
- Assisted the office of Building and Other Construction Workers in a leading state in India in designing and implementing a digital platform for effective service delivery and benefit realization of Building and construction workers

PROFILE

Economic Potential Realisation

Navigating Markets,
Securing Futures



Economic Potential Realisation

Navigating Markets, Securing Futures

The Economic Potential Realisation practice assists clients in identifying, pursuing, and closing investment opportunities in a market that is fueled by high consumption amidst fundamental reforms, improved ease of doing business and newly introduced competitive federalism, which provides the best growth opportunities.

Why Primus?

Primus has unmatched expertise in empowering Government and Private Sector with seamless end-to-end investment realization solutions.

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Services



For the
Government Sector:

- Investment Promotion & Facilitation
- Policy Formulation and Advocacy
- Trade Facilitation and Promotion
- Development of MSME Sector
- Programme Management



For the
Private Sector:

- Location Assessment
- Incentive Structuring
- Investor Facilitation & After-care
- Regulatory Compliance Scan
- Sales Acceleration

Our Tools and Approach



Location Assessment Framework

A complete tool to assist investors in drawing objective comparison while evaluating locations for their investment. Based on various parameters pertaining to Infra, Connectivity, Skilled Labour, Govt Subsidies, Factors of production, Regulatory environment, etc



Incentive Calculator

Incentive wizard based on holistic input parameters including factors of production, supply chain, procurement and value addition to estimate the potential quantum of subsidies under various government policies



Regulatory Scan

A complete manual on Regulatory landscape to objectively assess the regulatory burden while setting up a plant/facility in a region



Policy Formulation Tool Kit

A comprehensive policy-making toolkit comprising Policy Comparative Framework, Cost Benefit Analysis, Impact Assessment Indicators

Impact

- Ensured a total investment of ~1 bn USD in India's manufacturing sector demonstrating our capability to drive economic growth
- Facilitated investments worth 100 Mn USD in EV industry
- Enabled a listed private client from polyester industry in investment grounding of 250 Mn USD thereby promoting import substitution
- Partnered with a North-East State Govt for investment in PPP mode of 25 Mn USD in IT SEZ (11,000 direct, 33,000 indirect job creation)
- Enabled backward and forward linkages of Mega Food Park in the State of Haryana
- Formulated new age sector policies (AVGC, IT/ITeS, Electronic Toys, Medical Device Manufacturing, Logistics, Emerging Technology, Textiles) for multiple state governments
- Assisted a State Government in securing a grant of INR 14.5 million USD from the Ministry of Micro, Small & Medium Enterprises and the World Bank
- Facilitated one of India's largest steel manufacturing company in setting up its first low-carbon green steel plant in India at Ludhiana.
- Played a pivotal role in bringing in investments and setting up data centres in India

PROFILE

Public Policy Realisation

Navigating India,
A Complex Opportunity



Public Policy Realisation

Navigating India, A Complex Opportunity

The Public Policy offering is aimed at assisting the private sector to understand, track, and engage with government and policymakers, enabling businesses to navigate regulatory landscapes and align their strategies with evolving legislative priorities for sustained growth and compliance.

Why Primus?

Our extensive expertise in the public sector, coupled with a top-tier network and deep industry knowledge, provides us with unparalleled insights, enabling us to craft the most effective strategies for our private sector clients.

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Vice President

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Services



Policy-Regulatory
Scan and Advisory



Stakeholder Engage-
ment & Outreach



Policy Research and
Impact Assessment



Communication
Strategy



Virtual Public
Policy Office

Our Tools and Approach



PRIMA

It offers policymakers a streamlined, expert-guided solution to overcome the limitations of traditional Regulatory Impact Assessments (RIA), delivering results within a specific period. PRIMA enhances the ability of governments and the private sector to design efficient and effective regulations by providing a holistic analysis of their impact on industry and other key areas.



PrimeSource Analytics

It is a primary research framework utilizing surveys, interviews, and data analytics to gather real-time insights. Its proprietary survey methodology is designed to maximize data accuracy and relevance by leveraging targeted sampling, adaptive questionnaires, and dynamic response filtering. This approach ensures a deep understanding of markets, and industry dynamics, providing actionable insights tailored to specific business needs.



Influence Compass

The Influence Compass is a strategic Primus tool used to identify and rank key decision makers based on their potential to champion specific policy objectives. It evaluates stakeholders on various factors, guiding targeted advocacy efforts.



MAITRI

Monitoring and Information Tracking of Regulations and Industries: Regular tracking and monitoring of policies, procedures and regulations relevant to our clients and across sectors. This Primus tool makes sure that stakeholders have a well-informed regulatory sensing and insights on developments that are crucial.

Impact

- The firm took an active role in supporting G20 negotiations, championing initiatives to accelerate SDG progress, raise the profile of women-led development, and mainstream LiFE for sustainable development.
- Primus played a pivotal role in collaboration with the Department of Economic Affairs (DEA) to design India's INR 20 lakh crore Atmanirbhar Bharat economic package, addressing COVID relief and future growth, while advancing self-reliance and global competitiveness.
- Primus made a significant impact by assisting the Ministry of Information & Broadcasting in establishing India's first National Centre of Excellence for Animation, Visual Effects, Gaming & Comics (AVGC). Primus also played a key role in forming the AVGC Task Force, shaping strategies that enhance the sector's global standing and foster growth within the industry.
- We drove nationwide awareness on nutrition and significantly boosted scheme access through powerful pan-India mobilization efforts, such as Poshan Maah and Poshan Pakhwada, complemented by strategic, high-impact social media campaigns.

PROFILE

Transaction Realisation

Accelerating
Growth through
Secure Transactions



**PRIMUS
PARTNERS®**
Solutions for Tomorrow

Transaction Realisation

Accelerating Growth through Secure Transactions

The practice involves providing expert guidance throughout the entire transaction process, helping clients navigate complex financial landscapes and regulatory environments, eventually empowering clients to achieve successful outcomes in significant business transactions

Why Primus?

Primus has expert requisite consulting knowledge across varied sectors, which enables a deeper understanding into transaction particulars. Leveraging a wide base of advisors across sectors enables Primus to provide valuable insights and recommendations for our clients.

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Services



Due Diligence



Project Financing



IPO Roadmap



Fund Raising



Valuation and Modeling



Post Merger Integration



Transaction Structuring

Our Tools and Approach



Financial & Commercial
Due Diligence Templates



Project Pricing Models



IPO Readiness Checklist



Financial Modelling Templates
including Project Financing



Post-Merger Implementation Framework

Impact

- Transaction advisory including Financial, commercial and legal due diligence to a leading infrastructure & engineering magnate for an acquisition in the Steel sector
- Transaction advisory including financial structuring for a turnkey projects in the EV & transportation space for a leading conglomerate based out of India with International operations
- Debt funding for a brownfield project of INR 14,000crore+ in the renewable energy space
- IPO roadmap and pre-IPO support for Technology products company
- Pre-bidding evaluation for a defense sector transaction and helping client grow inorganically via acquisitions by analyzing companies in defense and railways space
- Post merger integration support for four entities into a unified Entity with presence across the value chain in media & entertainment space



PASSION

for providing solutions
to help clients achieve
their goals

RESPECT

for all and alternate
viewpoints

INTEGRITY

of thoughts
and actions

MASTERY

of our chosen subject
to drive innovative and
insightful solutions

US

representing the Primus
collective, where each
individual matters

STEWARDSHIP

for building a better
tomorrow



**PRIMUS
PARTNERS®**
Solutions for Tomorrow



Bengaluru

91 Springboard
Business Hub 175, 176
Bannerghatta Rd,
Dollars Colony,
Bengaluru – 560076,
Karnataka



Chandigarh

4th Floor, Netsmartz
House, Plot No.10,
Rajiv Gandhi
Chandigarh
Technology Park,
Chandigarh - 160101



Chennai

147, Pathari Rd, Door #3,
WorkEz Hansa Building,
RK Swamy Centre,
Thousand Lights,
Chennai, Tamil Nadu -
600006



Delhi

1 to 7, UG Floor,
Tolstoy House,
Tolstoy Road,
Connaught Place
New Delhi - 110001




Kolkata

2/1, Russel St, Park
Street area,
Kolkata, West
Bengal - 700071




Mumbai

601, 6th floor,
Raheja Centre,
Nariman Point,
Mumbai,
Maharashtra -
400021



Washington D.C
United States of
America (USA)



Dammam
Kingdom of Saudi
Arabia (KSA)



Dubai
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