

Blueprint to Breakthrough

PHDCCI Research Bureau



**MARKET
RESEARCH**



**ECONOMIC
ANALYSIS**



**TRADE
ANALYSIS**

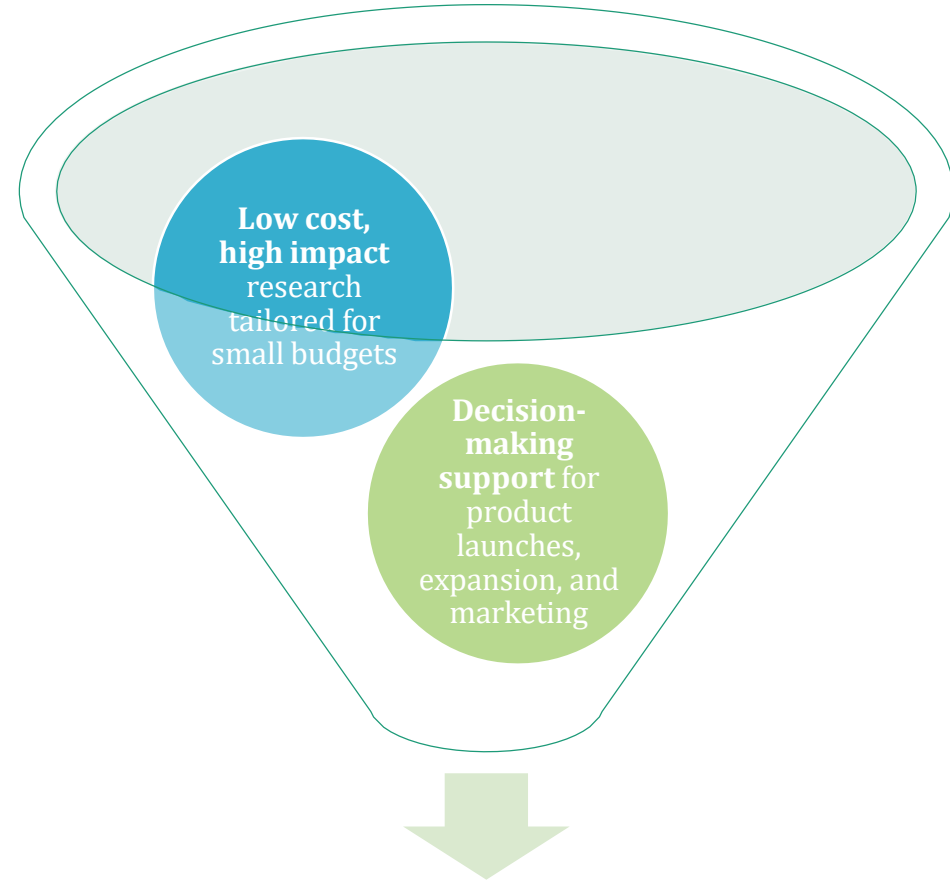


VALUATION



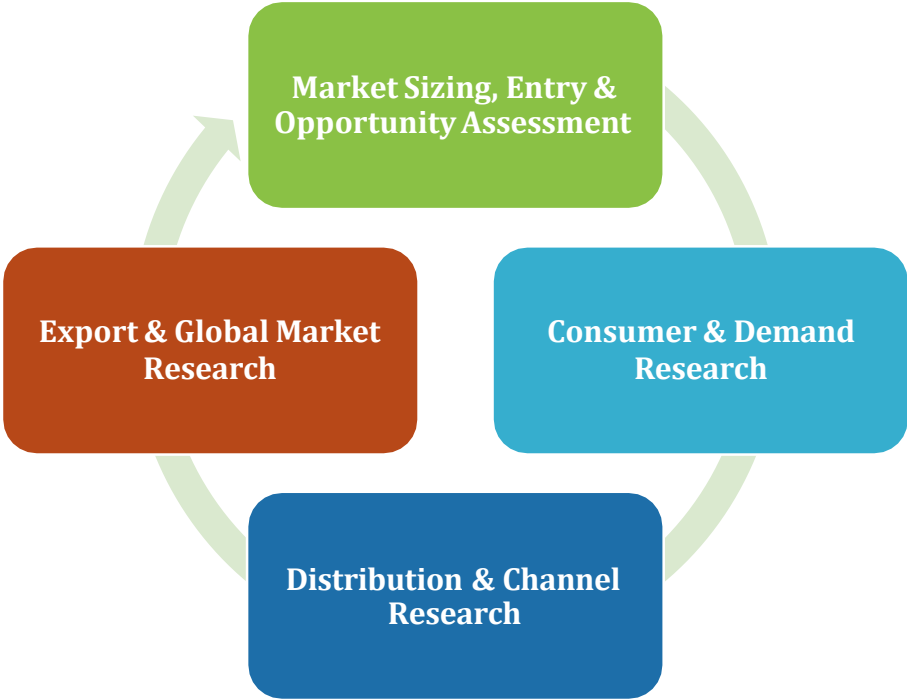
**FINANCIAL
ANALYSIS**

Research Bureau Service Portfolio

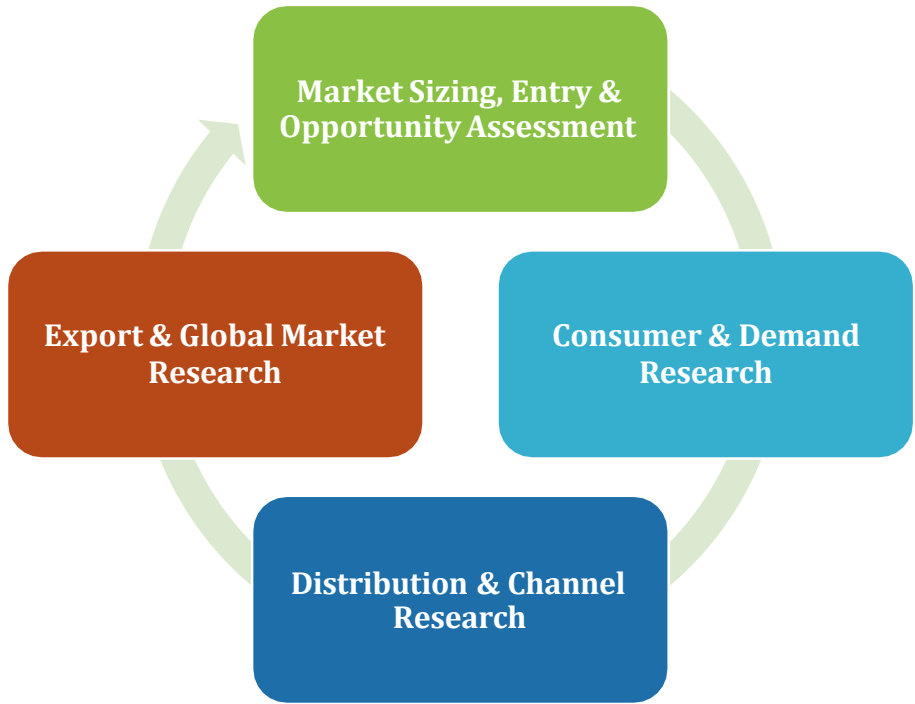


Competitive edge in local and global markets

Market Sizing, Entry & Opportunity Assessment



Service	Description	MSME Benefit
Industry & Sector Analysis	Study of target industry size, structure, trends, and growth forecasts.	Identifies the best segments to focus on.
Market Opportunity Mapping	Assessment of demand drivers, untapped geographies, and emerging niches.	Pinpoints profitable markets with less competition.
Regulatory & Policy Review	Analysis of government policies, tariffs, and compliance requirements.	Avoids legal pitfalls and optimizes incentives.
Competitor Benchmarking	Tracking product features, pricing, marketing, and sales strategies of competitors.	Helps MSMEs position themselves competitively.



Consumer & Demand Research

Service	Description	MSME Benefit
Customer Segmentation	Dividing the market into customer profiles by demographics, income, usage, etc.	Enables focused marketing and higher ROI.
Consumer Behavior Studies	Insights into buying patterns, brand preferences, and loyalty factors.	Guides product features and promotions.
Price Sensitivity & Willingness-to-Pay Analysis	Tests optimal price ranges for different segments.	Maximizes revenue without losing customers.
Customer Satisfaction & Feedback Tracking	Continuous monitoring via surveys or NPS (Net Promoter Score).	Improves retention and referrals.

Research Bureau Service Portfolio



Distribution & Channel Research

Service	Description	MSME Benefit
Channel Partner Identification	Identifies potential distributors, retailers, or agents.	Expands reach quickly and cost-effectively.
Supply Chain Analysis	Evaluates logistics efficiency, cost, and reliability.	Reduces operational costs and delays.
Geo-Mapping of Sales Hotspots	Visual mapping of high-sales zones and underserved areas.	Optimizes resource allocation and expansion.
Channel Partner Identification	Identifies potential distributors, retailers, or agents.	Expands reach quickly and cost-effectively.

Research Bureau Service Portfolio



Export & Global Market Research (For Export-Oriented MSMEs)

Service	Description	MSME Benefit
International Market Scoping	Identifies promising export markets and trade partners.	Expands business globally.
HS Code & Tariff Analysis	Details on duties, taxes, and trade agreements.	Minimizes export costs and risks.
Cross-Cultural Consumer Insights	Studies buyer behavior in target countries.	Adapts products to local tastes.



Market Intelligence Retainer Plans

Plan Type	Coverage	Frequency
Basic	Quarterly industry trend reports	4 times a year
Standard	Industry + competitor + customer insights	Monthly
Premium	Full coverage + real-time alerts + custom studies	Continuous



Blueprint to Breakthrough

Finance Services for MSME's and Start-ups

- **Project Finance**
- **Business Plan**
- **Debt financing**

PHDCCI's Research Bureau Initiative

Objective



Finance Services for MSME's

- **Enable Micro, Small, and Medium Enterprises (MSMEs) to access affordable, structured project financing for capacity expansion, technology upgrades, infrastructure creation, and diversification — while reducing collateral burdens through innovative risk-sharing and credit enhancement**

Finance Services for Start-ups

- **Provide end-to-end project finance, start-up funding, and valuation support for entrepreneurs in India — covering greenfield ventures, MSME expansions, and innovative start-ups — ensuring access to debt, equity, grants, and accurate business valuation for fundraising or strategic decisions**

Target Segments



Finance Services for MSME's

- **Manufacturing MSMEs**
- **Service MSMEs**
- **Agro-based MSMEs**
- **Green & Renewable MSMEs**
- **Cluster-based MSMEs**

Finance Services for Start-ups

- **MSMEs expansion**– manufacturing, services, agro-processing, logistics, renewable energy
- **Start-ups** – Agri-tech, health-tech, clean-tech, D2C brands, platform businesses
- **Cluster & co-operative enterprises** – industrial clusters, producer companies

Key Benefits



Benefits for MSME's

- **Lower cost of capital due to structured financing**
- **Reduced collateral requirements**
- **Faster loan approval via lender-ready documentation**
- **Access to grants, subsidies, and credit guarantees**
- **Improved financial discipline and project viability**
- **Scalability for future expansions**

Benefits for Start-ups

- **Ready-to-present investment proposals**
- **Faster lender & investor approvals**
- **Access to both traditional & alternative finance**
- **Reduced collateral dependency**
- **Better valuation and fundraising success**
- **Long-term scalability and compliance**

Core Service Offerings - MSMEs



Project Structuring & Advisory

- Financial Feasibility study and **Detailed Project Report (DPR)** preparation (outsourced)
- Market demand & competitor analysis
- Technical and operational feasibility
- Environmental & statutory compliance mapping
- Selection of appropriate business model

Financial Modelling & Structuring

- **Project finance model with multi-year cash flow forecasts**
- Sensitivity analysis (interest rate changes, demand fluctuations, raw material cost spikes)
- **Funding mix advisory** (equity, term loan, working capital loan, venture debt, grant/subsidy)
- **Break-even and ROI analysis**

Debt Structuring & Advisory Services

- **Term loans, Working capital Loans syndication**
- **Loan Eligibility Assessment** – turnover, profitability, credit score
- **Documentation & Compliance Support** – project reports, CMA data, GST & ITR records
- **Credit Rating Advisory** – CRISIL, CARE, ICRA ratings to improve borrowing terms
- **Interest Rate Negotiation** – Benchmarking vs. Market rates

Business Plan Advisory Services

- **Need assessment:** Understand the MSME's current state, growth goals, and funding requirement
- **Business Plan document**
- **Financial projection Excel model**
- **Investor pitch deck (10–15 slides)**
- **Funding roadmap for debt and equity**

Core Service Offerings – Start-ups



Start-up Finance & Investor Readiness

- Business model refinement (Lean Canvas / Business Model Canvas)
- Investor Pitch Deck creation (problem, solution, market, traction, ask)
- 3-5 year financial projections (P&L, Cash Flow, Balance Sheet)
- Fundraising strategy for angel, VC, grants
- Data room preparation for investor due diligence

Start-up Valuation Services

- **Valuation Methods** (chosen based on stage & industry):
 - **DCF (Discounted Cash Flow)** – cash flow-based intrinsic value
 - **Market Multiples** – EV/EBITDA, EV/Sales, P/E ratio comparisons
 - **Scorecard Method** – for early-stage pre-revenue start-ups
 - **Berkus Method** – value based on qualitative progress drivers
 - **Venture Capital Method** – back-solving from target IRR

Core Service Offerings – Start-ups



Specialised Start-up Services

☐ Pitch Deck Development

- Storyboarding & design for impact
- TAM/SAM/SOM analysis, competitive mapping, traction visuals

☐ Investor Targeting

- Curated angel, VC, and family office list
- Warm introductions via incubators & accelerators

☐ Valuation + Funding Package

- Investor-ready pitch + valuation report + funding approach

☐ Grant & Competition Funding (Best Effort basis)

- Start-up India Seed Fund, NIDHI-PRAYAS, BIRAC, state innovation funds

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