

Blueprint to Breakthrough

PHDCCI Research Bureau



**MARKET
RESEARCH**



**ECONOMIC
ANALYSIS**



**TRADE
ANALYSIS**

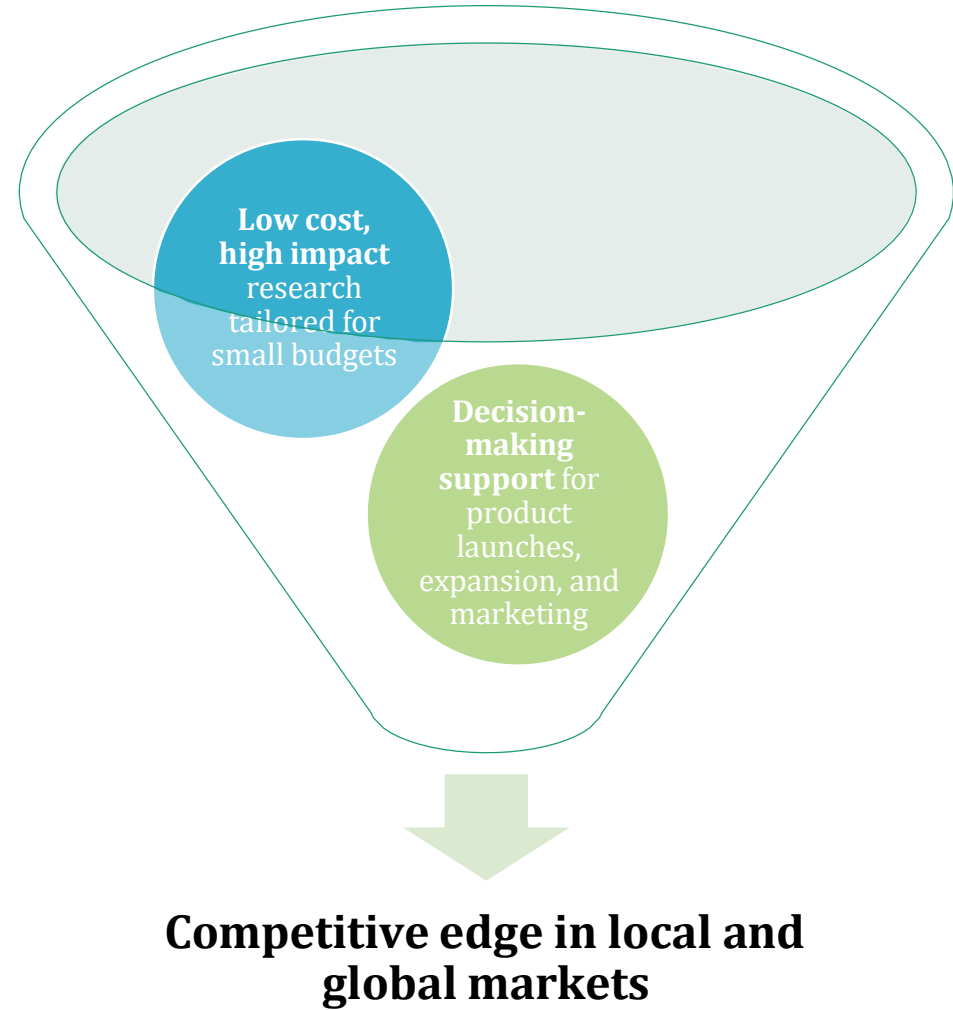


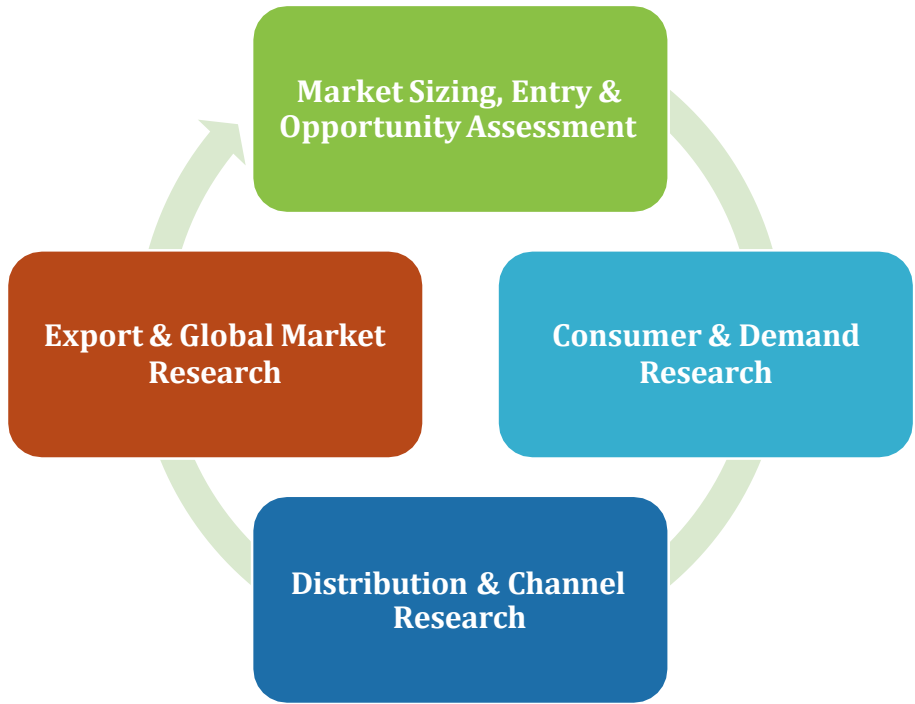
VALUATION



**FINANCIAL
ANALYSIS**

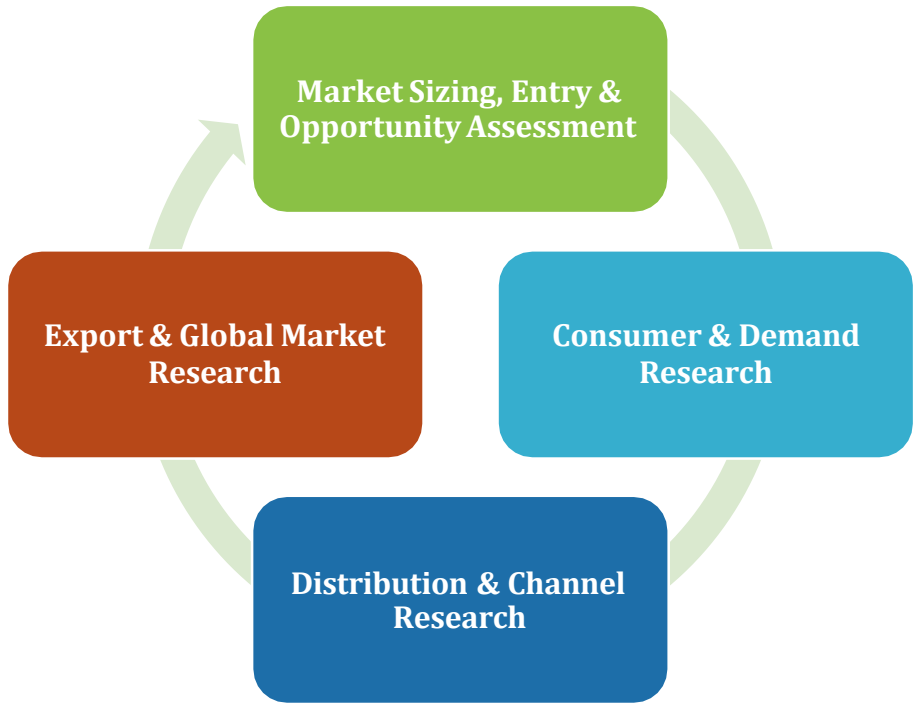
Research Bureau Service Portfolio





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.



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.



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

Economic & Finance Research

Evidence-based economic intelligence, quantitative analysis and financial research for strategic business and investment decisions.

1. Macroeconomic Research

- Economic outlook
- GDP/GVA analysis
- Inflation and monetary conditions
- Fiscal and public finance analysis
- External sector
- Economic forecasting
- Scenario and sensitivity analysis

2. Sector & Policy Research

- Industry economics
- Sector outlook
- Policy impact assessment
- Regulatory economics
- Competitiveness analysis
- Economic impact studies
- Trade and FTA analysis

3. Quantitative & Econometric Research

- Time-series modelling
- ARIMA/SARIMA/ARIMAX
- VAR/VECM
- Panel-data modelling
- Leading and coincident indicators
- Composite index construction
- Early-warning systems
- Forecast evaluation and back-testing

4. Financial & Investment Research

- Financial statement analysis
- Credit analysis
- Financial modelling
- Company valuation
- Project appraisal
- Investment research
- M&A analysis
- Capital structure and debt analysis
- Risk and scenario analysis

Economic & Finance Research

Macroeconomic & Sector Economics

Service	Description	Client Benefit
Macroeconomic Analysis & Forecasting	Analysis and forecasting of GDP, GVA, inflation, IIP, consumption, investment, employment, interest rates and external-sector indicators.	Supports business planning, investment decisions and strategic risk assessment.
Economic Outlook & Scenario Analysis	Baseline, upside and downside scenarios for the Indian and global economy, including sensitivity to interest rates, commodities, exchange rates and external shocks.	Helps businesses assess risks and plan alternative strategies.
Sector & Industry Economics	Sector-level analysis of demand, capacity, investment, costs, productivity, profitability, competitiveness and growth prospects.	Identifies structural trends, emerging opportunities and sector risks.
Economic Impact Assessment	Estimation of the economic impact of projects, policies, investments, industries and events on output, income, employment and value addition.	Quantifies economic contribution for business, policy and stakeholder engagement.

Economic & Finance Research

Policy, Trade & Quantitative Research

Service	Description	Client Benefit
Policy & Regulatory Economic Analysis	Assessment of the economic implications of taxation, tariffs, regulations, subsidies, incentives and other policy interventions.	Supports evidence-based policy submissions and business decisions.
Trade & International Economics	Analysis of exports, imports, trade competitiveness, FTAs, tariffs, Rules of Origin, global value chains and international market developments.	Supports export strategy and international market expansion.
Econometric Modelling & Forecasting	ARIMA/SARIMA, ARIMAX, VAR/VECM, panel models, distributed-lag models and other quantitative techniques for economic and business forecasting.	Provides data-driven forecasts and measurable evidence for decisions.
Business & Economic Indicators	Development of composite indices, sentiment indicators, leading indicators, early-warning indicators and sector-specific indices.	Provides timely signals for changing economic and business conditions.

Economic & Finance Research

Financial Markets, Credit & Corporate Analysis

Service	Description	Client Benefit
Financial Market Research	Analysis of interest rates, bond yields, equity markets, exchange rates, commodities, liquidity and financial-market conditions.	Supports treasury, investment and financial-risk decisions.
Credit & Financial Risk Analysis	Assessment of financial performance, leverage, liquidity, debt-servicing capacity, credit risk and financial vulnerabilities.	Supports lending, investment and counterparty assessment.
Corporate Financial Analysis	Financial statement analysis, profitability, working capital, cash-flow analysis, capital structure and peer benchmarking.	Identifies financial strengths, weaknesses and improvement areas.
Investment & Valuation Research	Company and project valuation using DCF, comparable companies, transaction multiples and other appropriate valuation approaches.	Supports investment, fundraising, M&A and strategic decisions.

Economic & Finance Research

Feasibility, Modelling & Strategic Finance

Service	Description	Client Benefit
Project & Investment Feasibility	Market, technical, financial and economic feasibility assessment with projected cash flows, sensitivity and scenario analysis.	Improves investment appraisal and project structuring.
Cost-Benefit & Investment Analysis	Evaluation of project costs, benefits, economic returns, financial returns and sensitivity to key assumptions.	Supports capital-allocation decisions.
Financial Modelling	Integrated P&L, balance sheet and cash-flow models with assumptions, scenarios, sensitivity analysis and key financial ratios.	Creates decision-ready financial models for businesses and investors.
M&A & Strategic Finance Research	Financial and industry analysis for mergers, acquisitions, restructuring, diversification and strategic investments.	Supports strategic transactions and corporate decision-making.

Research Bureau Service Portfolio

Economic & Finance Research

How it complements the existing portfolio

Market Research

Market / customer / competitive intelligence

Market sizing, consumer demand, distribution channels and export markets

Economic Research NEW

Economy / sector / policy / quantitative intelligence

Macroeconomic, sector & policy, and quantitative & econometric research

Finance Research NEW

Company / investment / credit / valuation intelligence

Financial analysis, credit assessment, valuation and investment appraisal

Finance Services

Financing / fundraising / project structuring / execution support

Project finance, debt financing, financial modelling, business plans and start-up valuation

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

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

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**

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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