

*“Many things lie latent at the bottom of a pond,
Only when we churn the water do they rise to the surface.”*

Intercepting the Future with AddWise

Corporate Today:

Stagnant growth rates, declining margins and falling market shares have become the order of the day across most corporate. We agree.

Solutions in Vogue:

Restructuring has become today's corporate buzzword, called as refocusing delayering, decluttering and right-sizing. The question is, does one get “Beyond Restructuring”? Easier said than done. We accept.

Past Practices under Siege:

Conventional business models are questioned, shaking their very edifice. Confidence in our own ability is giving way to concern about our ability. A sense of opportunity is getting replaced with a sense of vulnerability. Trying times. We understand.

The Winning Strategy:

The ability to envision the future holds the key. This demands unique skills. Skills that have to be necessarily mastered. Skills that will define the leaders and the laggards. We appreciate.

The Predicament:

Where does one start? Do all the answers lie with a single organization? Is it possible for any company to have its own team of specialists, embracing different functional disciplines? Specialists who keep up with the business dynamics that moves at a scorching pace, in their functional area.

While this is the need of the hour, does it seem intimidating? Well, it's now time to team up with the experts to ferret out the solutions to these seemingly insurmountable problems. We concur.



The Perfect Solution:

The AddWise is a network of key players. An exclusive destination for the chosen few. To face the challenges of the future and emerge winners.

After all, intercepting the future is all about gearing up for it.

At AddWise we Identify Solutions with inputs from key players.

- ❖ *Understanding the emerging scenario on an on-going basis.*
- ❖ *Identify key problems and discuss corrective strategies with competent people.*
- ❖ *Fine-tune the strategies evolved and chalk out implementation.*
- ❖ *Ally and network with players of your area on mutually agreeable terms.*
- ❖ *Explore the possibility of becoming a captive supplier.*
- ❖ *Procure on a captive-supply basis to reduce costs while ensuring quality.*
- ❖ *Look at mergers or hiving off certain divisions.*
- ❖ *Expand your marketing canvas - both geographically and application wise.*
- ❖ *Get into forward / backward integration. And a lot more.*

SERVICE PHILOSOPHY

We believe that our winning edge lies not merely in the range, but in the depth of our services. We place paramount importance not only on quality and technical excellence, but also in practicality.

Every assignment is led by a Partner, supported by competent Managers and experienced consultants. Our Network ensures that our clients receive the benefits of experience and full support.

We are committed to provide the best quality of the professional services and we have a good track record of adhering to the time schedules and delivering our reports on time.

We are extremely particular in delivering dependable and timely responses, focused and issue-based advice and consistent high quality. We create tailor-made solutions for every problem.

Above all, we maintain at all times, the highest professional standards of independence, ethics, integrity and objectivity. We have achieved these high standards in every assignment till date.



People seek brands today and hence they buy the brand, not the product or service. Brands transcend the products and services they represent in both real and perceived value. These principles hold true in the total Business sphere, too.

Organizations spend time and money in building brands. Most look at brands through coloured glasses, choosing to focus only on areas that they feel fit. However in the market place effective brands are those that take a 360 degrees view of branding. This comprehensive approach to branding and business verticals is what separates brands from the business leaders.

Most of us look pretty cool when life is easy and everything is going our way. Our true character comes to the fore only when we are under pressure.

*To take the subject further as per our last discussion we can be involved with **Sales & Marketing | Advertising & PR | Events | HR | Business Consolidation** and addon activities like **Legal & Accounts**, other lateral verticals, we are confident to **DOUBLE** the business growth after analyzing & assessing the past performance. All the activities which you decide on from the proposal or customized as per your choice. We are confident of our specialisation to be executed to your desired results.*

Warm Regards

Respectfully Yours

Rajesh Patil.

