



Cerule India Advisory

Cerule's Corporate Profile
2015

Why work with us?

We specialise in India cross border services with focus on assisting foreign companies to expand into the Indian market, keeping Client Satisfaction always at the forefront

Professionally qualified team led by chartered accountants, lawyers, MBAs, Lean Six Sigma Champions and experienced business managers with 15+ team strength

The **only consultants** in India cross border corridor that provide **in-house capability** on **business facilitation** and expansion as well as regulatory **structuring** and legal advise

Experience of working with **global clients** from **Australia, UK, Czech Republic, Korea, Lithuania, Singapore, Malaysia, China, Egypt** with **cross-cultural understanding**



Proven results for **100% clients** we worked with, evidenced by the **written testimonials**

Designed lean practises allows to keep **fees structure** **at local India-level** and the **lowest** in our field when overlaid with quality standards

A snapshot of our services

India Business Facilitation (front-end)

- India entry strategy advise
- India representation services
- JV partner search, negotiation and agreement
- Project management for India project
- Business and channel development
- Board governance advisory and representation – set up framework and facilitation
- Manufacturing set up support – partner, location, suppliers, staffing, processes, project management
- Franchise roll out support – market intelligence, investor search, quality control, regular assessment
- Due diligence – partner credibility, payment behaviour, litigation, market reputation, capability assessment etc
- Product sourcing
- Business plans and cost projections
- Cultural orientation and product customisation advise
- Market and industry research – primary and secondary
- On-the-ground logistics support – office address, travel buddy, short-term and long-term accommodation etc

India Regulatory Support (back-end)

- Corporate structuring advise for India entry
- Company formation
- Setting up DIN, bank account and other applicable requirements of doing business in India
- Corporate tax, indirect taxes (excise, custom duties), withholding tax, personal income tax – advise and compliance
- Virtual CFO services - complete India compliance support, financial advisory, performance reporting
- Audit and assurance services
- Compliance with license and franchise agreements
- Outsourcing – accounting, legal and payroll
- Advisory and compliance on FDI, FEMA and other legal provisions
- Financial, management and all kinds of India business reporting – set up and on-going
- Monitoring bank account and transactions – fraud control
- Quality standard review and assessment
- Analytical support for business decision making – budget and investment financial analysis (eg NPV, IRR etc)

What do our clients say about us?

- I would highly recommend them to anyone for entering into the Indian market. I am extremely delighted with the way they have worked hand in hand with us, providing meaningful strategic advice. As a truly satisfied client I've recommended Cerule to others. Their team is highly qualified on a range of skills – almost everything that you would need to successfully enter India. The fact that they have presence in both India and Australia has helped us immensely. Cerule has provided us all on-the-ground assistance in India, complete regulatory and taxation support, brand safeguarding assistance, negotiations and meeting representations, business development and overall strategic advice for India market entry.

Phil Di Bella, Managing Director, Di Bella Coffee

- From the initial strategic advice on entry options into the Indian market through to the on ground services provided during our roll out phase in Hyderabad, Cerule have been professional, efficient and always mindful of the impact and costs to our business. The communication on ground in India and through their Australian office is first rate.

Sue Freeman, Director, FIR Pvt Ltd

- Cerule consulting has been providing their services with utmost efficiency, professionalism and competence. I would happily recommend Cerule to anyone looking to engage them. This is especially true for foreign companies looking to get started in India, and looking for sound advice towards how to go about their business in this challenging market

Puneet Khunger, India Head for Populous Australia

- Cerule Consulting have been one of the most professional and successful consulting groups we have worked with over our 16 years in the global medical technology business. The fact that Mr Aggarwal has a great understanding of both Australian and Indian markets has helped us to build the relationship with our Indian partners so quickly. He understands both cultures and is able to converse with them in their native language, a quality imperative for an international business consultant. Without hesitation I would recommend others to use Cerule's services as not only they are professional and responsive, their set up and extensive networks in both India and Australia helps to fast-track the business deals.

Dr Michael Sinnott, Managing Director, Qlicksmart Pty Ltd

Our team is our most valuable asset

- **Led by young and dynamic Indian-Australian** business professional with a passion for growth and success, who serves as **Director in different private sector companies** and is **President of international chapters** of Assocham (largest chamber of commerce in India) and ICAI (world's 2nd largest accounting body), Brisbane
- Professionally qualified team of **MBAs, chartered accountants / CPAs, lawyers**, Lean Six Sigma Champions and **business development executives**
- Prior experience of working with **PricewaterhouseCoopers, KPMG, McKinsey, Accenture** and other blue chip companies
- Draws upon industry expertise of senior members having **experience of more than 30 years** in this field
- Team **strength of more than 15** with varied skills engaged in delivering services to various local and international clients
- Team management has **cross-cultural and global working experience** having worked in Australia, India, US and China
- Extensive formal and informal network all across India that helps in **fast-tracking** India entry for foreign clients
- **Multi-lingual and multi-regional** staff (both North and South India) who help in effective facilitation of business all across India, which is essentially multiple countries under one federal
- Team KPIs designed to link with client's success and reliance on word of mouth publicity ensures perfect alignment of **current performance with future growth**
- Young, professional, driven and result-oriented team with strong **analytical capabilities and business acumen**
- **Team culture** developed to build brand India with compassion for human challenges irrespective of commercial outcomes

Sharing a success story...



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Sunday 2nd February 2014

To Whom It May Concern

Dear/ Sir Madam

Re: Reference for Mr Vineet Aggarwal and Cerule Consulting

Mr Aggarwal and his company, Cerule Consulting have been one of the most professional and successful consulting groups we have worked with over our 16 years in the global medical technology business.

We started working with Cerule in the beginning of 2012, and in a matter of months we were introduced to a very professional and successful Indian Distributor, based in Delhi with a network covering all of India. This Distributor had an excellent understanding of both the selling and distribution processes and had a very extensive network that has facilitated a very good uptake of our products and in doing so improving the safety of staff and patients in India.

Cerule Consulting was intimately involved in the negotiations that led to the signing of our binding exclusive contract with the Indian Distributor, which has been running very successfully since then. Repeat orders are being filled as I write this reference.

I would describe our dealings with Cerule Consulting to be polite and professional and based on common sense and a win:win attitude. They did a lot of ground work only engaging us for critical decisions.

The fact that Mr Aggarwal has a great understanding of both Australian and Indian markets has helped us to build the relationship with our Indian partners so quickly. He understands both cultures and is able to converse with them in their native language, a quality imperative for an international business consultant.

Without hesitation I would recommend others to use Cerule's services as not only they are professional and responsive, their set up and extensive networks in both India and Australia helps to fast-track the business deals.

Sincerely

A handwritten signature in black ink, appearing to read 'Michael Sinnott', with a stylized flourish at the end.

Dr Michael Sinnott
Managing Director

Case Study: How Di Bella Coffee found their way around in the mayhem called India?

Opening up of FDI in Retail Sector was one of the factors that made Di Bella Coffee to invest in India. “Opportunities for Australian businesses in India are immense, considering sheer size of the burgeoning middle class”, says Phil Di Bella, owner of Di Bella coffee brand.

Succeeding in India is not a cakewalk and Di Bella Coffee soon realised the challenges of dealing with different consumer culture, snail speed of government response, closet full of paperwork and the Indian stretchable time.

Di Bella Coffee acknowledged that recognising the differences and not finding problems in the Indian system is the key for moving faster along their learning curve. They decided to tackle each challenge one by one while working with the locals.

After he made up his mind to expand in India, Phil had the following burning questions for India Market Entry:

- Key success factors for dealing with a drastically different market to home
- Engaging and building relationship with the Indian partner
- Safeguarding Global Trade Mark/ Brand in India and preventing revenue leakage
- Formalising a strategic licensing agreement with Indian partner
- Best way to repatriate the surplus funds back to Australia with an efficient tax structure

They chose Cerule Consulting, a specialised Australia-India business advisor as their strategic partners, to guide them patiently through each step of the process, while Phil focused on bringing the Arabica beans fragrance to the land of spices.

Di Bella is successfully running many outlets in Mumbai right now with state of the art customer ordering system. The staff is always upbeat and proud that the management has plans to open many more outlets in other cities across India. “The ambience is vibrant and the coffee is far superior than other foreign players”, says Paresh Mehta, a Mumbai resident and a regular at Di Bella Coffee.

“Persistence, Patience and the trustworthy strategic Partner – the 3 P’s I believe are the key to success in the Indian market”, says Phil, while leisurely sitting on the lounge chair of Hotel Oberoi in Mumbai and taking the final sip of his flat white.

Case Study: First Impression Resources upskills for the India test

“India needs 500 million skilled people and 250 million graduates by 2022” – when this was announced by Kapil Sibal HRD ministry in 2011, a large number of foreign educational institutes moved their strategic focus towards India. However, First Impression Resources (FIR), an Australian institute specialising in retail education had got this right even before the Government of India had put their maths out in the public. “We have been exploring the Indian market since mid 2008 and foresee its huge potential in the Education sector”, says Sue Freeman, Director of First Impression Resources.

FIR admits that the frustrating element for them was determining their model of delivery. There were multiple rounds of travel to India and it was a long process to find a suitable partner who had local knowledge, dedication towards retail education and the willingness to adapt to the best practices that FIR had developed with the retail sector over years of operations in the western world.

Little did they know that the challenges would not end after finding the right partner. Understandably with such a big skill shortage in India, it wasn't going to be easy for FIR to find resources of the quality they desired, and the capability to drive their Industry-led approach to skilling. “It was not an easy process. We were learning along the way while dealing with the subtle differences in everything as compared to back home in Australia”, recalls Mike Wallace, CEO of First Impression Resources.

Mike considers FIR fortunate to have found Cerule Consulting to drive their on the ground activities in India. The Cerule team set their guards together to work on the following:

- Putting the most effective entry structure for FIR and with their JV partners
- Assisting with the strategic expansion plans
- Keeping their interests intact with partners, bankers, suppliers, staff and government
- Providing cultural orientation to effectively deal with locals
- Guiding in each step of doing business in India

Fast forward and with Cerule's support FIR is involved in two ventures in India, including the establishment of a joint venture, ARC India, operating in 5 cities. Their structure allows them to expand with the flexibility they desire, without having a need to go back to the drawing board. In the very first year of its operations, FIR has already contributed to the Indian economy by up-skilling the candidates and made them capable of finding the right jobs. Their ability to deliver competency training has led to a range of trainer development programs being taken up by the AP Government.

“Sue Freeman is a well known figure in the India-Australia education space, and many other institutes are closely following her footsteps”, says a delegate at the Overseas Indian convention held in Sydney in November 2013. When asked if she would term all her visits to India as a success, Sue proudly responds, “Yes, when things in the skilling space get frustrating I can legitimately claim that shopping is research for our organisation - which in India is always fabulous!”

Managing Director | Vineet Aggarwal



Vineet Aggarwal
CA, CPA, MBA
Lean Six Sigma Champion

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Vineet Aggarwal started Cerule Consulting in 2009 in Australia and successfully expanded operations beyond local boundaries of Australia by setting up a very strong team in India specialising on different services. The same experience and strategic thinking is now being applied to his various clients to help them enter India, supplementing it with the cultural education to his clients.

Vineet prides himself and Cerule team to be a rare SME consultant in India entry services that provide in-house capability on business facilitation and expansion as well as regulatory structuring and legal advise.

Whether it has to do with finding time in a bureaucrat's calendar or arranging for a last minute airport pick up – he has surprised himself by finding his networks in almost every single area of client assistance. Vineet's strength is in identifying opportunities and bringing together the right people.

A rank-holder Chartered Accountant from India and an MBA from Melbourne University and New York University, Vineet has spent a number of years in corporate sector working with the likes of PricewaterhouseCoopers, KPMG, Accenture and McKinsey. He is also a CPA from Australia and certified Lean Six Sigma Champion.

Vineet has also contributed a lot to the community – earlier by serving in Federation of Indian Communities in Queensland and in his role of President of Association of Indian Chartered Accountants in Australia. Currently, he is Queensland President for one of the largest Indian chamber of commerce, Assocham. In addition, his passion for travel and going out with his wife, often makes him play Tetris with his calendar.

A row of several incandescent light bulbs is shown against a dark background. The bulb in the center is brightly lit, casting a warm glow, while the others are unlit and dimly visible in the background.

We help Innovate & Re-engineer
Organizations

Thank you!

Cerule Group

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