



Vrunda Consultancy
Services



For Details, Visit Us at
www.vcs.co.in

WHO WE ARE



WHAT WE DO



Vrunda Consultancy Services is an Industrial Engineering and Management consulting company, headquartered in Ahmedabad, Gujarat, focused on providing a range of management consulting services to small and medium-sized companies worldwide. However, we are not your typical consulting firm providing the same set of proven techniques and methodologies for success. We are a constantly growing and evolving team of experts in every field who become your partners in your business and help you rediscover your firm's true potential and spot new, previously unimaginable opportunities. We can be there with you at every step of the way of your organization's journey, from its inception and early development - by helping you to implement your ideas and make them a reality; to the latest stages of its lifecycle - by bringing newfound opportunities and assisting you in reinvigorating the enterprise.

We are unique in many ways, from our highly educated and experienced staff to our approach to problem solving. Business can often seem like a game of chess, with grandmasters all around making precise and commanding moves with split-second calculations. We help to tip the scales in our clients' favor by originating bold and unprecedented strategies that are unforeseeable by opponents. We then go even further by actually helping with the implementation of our advice and essentially moving the heavy pieces on the crowded boards of the market towards check-mate - the client's ultimate victory.

We offer a wide range of consulting services and solutions to organizations in various industries. Our core competence lies in our ability to help small and medium-sized businesses maximize revenue, generate growth and develop a sustainable competitive edge through our individualized solutions.

We are experts in such broad categories as:

- Strategy Formation & Deployment
- Industrial Engineering
- Operational Excellence
- Lean Manufacturing, Six Sigma & TOC
- Change Management
- Performance Management
- Marketing - Research & Lead Generation
- Operations

Please see the SERVICES section for further details.

OUR TEAM

Vrunda Consultancy Services has a large pool of top quality professional consultants with specific expertise in a plethora of areas. We are only as good as our people, so we are committed to hiring and bringing you the best experts in the field. All of our consultants hold a professional degree from the top institute. For each particular project or engagement, we assemble a team of first class multi-lingual experts in the given industry, function and geographic area, drawing on our network. Our people are familiar with major local corporations and key leaders and are well-versed in the intricacies of the region's professional practices and nuances of local business culture.

OUR VALUE



OUR APPROACH



We are committed to helping our clients make distinctive and substantial improvements in their performance, identify the breakthrough opportunities for growth, create a competitive edge and maximize their revenue, profitability and shareholder value. Our consultants do more than just leave a client with a book of recommendations. Our consultants work with the client as partners to take the crucial next step in assisting the client's implementation of those recommendations. This implementation phase is one of the key factors that set Vrunda consultancy Services apart from other consulting firms. Without helping the client implement recommendations, a consulting firm's job is only half done.

Furthermore, Vrunda Consultancy Services knows how to bridge barriers - the company can provide all of its services to its international clients. We have considerable expertise in key world regions, especially in the emerging markets of Eastern Europe, and a high level of awareness for the specifics and peculiarities of local business. Therefore, we are well positioned to deliver a real value to our clients and to exceed their expectations.

With conviction in our abilities and faith in client organization's resolve to achieve results through consulting support, **we assure a guaranteed minimum improvement.** The assured improvement, generally defined and agreed at the start of consulting engagement, could be certain increase in sales, plant output, or process yield or a specified reduction in cost or failures. And the assurance goes a step beyond merely making a statement of good intentions and hoping for improved results.

OUR GOAL

The consulting industry is extremely polarized. At one end of the spectrum, there are behemoths like McKinsey, Accenture, Deloitte, and the rest of the top global consulting companies who typically would not deal with projects less than eight figures in total fees and therefore mainly service giants. At the other side of the spectrum, there are local consulting companies that charge less but are typically unable to offer a full range of services at a world-class level and are often times far less experienced. Vrunda Consultancy Services is uniquely positioned to bring together the best of both worlds. We focus on small to medium-sized companies who cannot afford the likes of top consulting companies, yet who wish to receive the same caliber of expertise from a top-notch team, well trained, knowledgeable and experienced consultants who can deliver high caliber results with a personal touch at a reasonable cost to the client.

OUR PROMISE:



**WE GUARANTEE
THAT THE VALUE
WE BRING TO OUR
CLIENTS WILL
ALWAYS EXCEED
OUR FEES**

We strive to accomplish our mission through conscious choice of such engagements that challenge the intellectual ability & professional competence of our team and make significant impact on our client's business performance.

VCS Mission

"To acquire, assimilate, share and apply knowledge across organizations to help them serve their customers better & achieve profitable growth"

Three Tenets of our Business Philosophy

Help clients improve their business performance

Provide challenging work & learning to consultants

Add to intellectual capital of the company



OUR JOURNEY

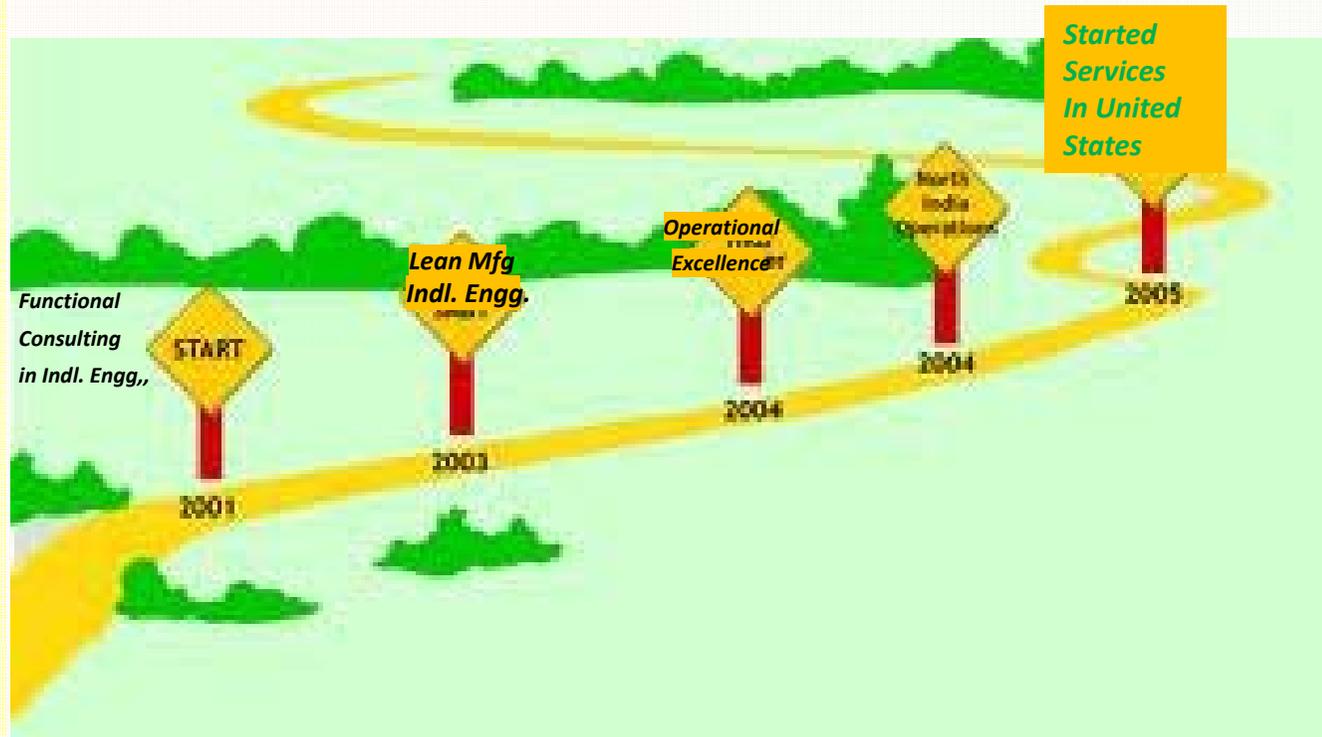
Consultants at VCS are a group of exceptionally talented and experienced professionals with distinctive individual accomplishments.

Their diverse educational background, most of them with degree in engineering and post graduation/doctorate in Business Management, is matched by their depth of hands-on managerial experience in different fields, across industries.

Their commitment to consulting is a personal passion to serve for societal benefit beyond mere professional career .

It started with the inception of Vrunda Consultancy Service in 2001, under the visionary leadership of Mr. N. Sharma.

In our journey of over one decade, the thrust areas have changed to remain contemporary and relevant to the needs of business organizations.



OUR SERVICES

We are committed to our clients in every way and therefore have a wide service offering to meet their growing needs. We are dedicated to delivering actionable results in a tight-knit bond with our clients and having a positive impact on the bottom line. We do not just try to achieve better performance, but strive to achieve ultimate performance, as benchmarked by the client's competitors and the demands of the industry. We never settle for second place. With Vrunda Consultancy Services as a partner, you are bound for success. Our service offering can be segmented into the following categories. Please review them below.

STRATEGY

INDUSTRIAL
ENGINEERING
→

EXCELLENCE
SERVICES
→

KNOWLEDGE
PROCESS
OUTSOURCING
→

TRAINING &
DEVELOPMENT
→

CUSTOMISED
SOLUTIONS
→



Corporate Strategy is undoubtedly the most important Factor in long-term sustainable success. By creating a new strategy or altering the existing one as a result of ever-changing market demands, you are taking the first step to becoming a leader, a winner in your respective field, industry, region, and ultimately, in the global marketplace. Even with availability of only negligible resources but with the right strategy incredible success can be attained, whereas the opposite is almost never true – even the most bountiful resources can be quickly squandered away if appropriate strategic steps are not taken.

Therefore, we concentrate on this section of our service offering by engaging the leading experts in business strategy for brainstorming sessions for the client's benefit.

Please review our comprehensive toolkit of approaches to help clients with specific strategy-related needs below:

- Corporate Strategic business planning
- Business processes development
- Business portfolio restructuring
- Creative Idea Building Sessions
- Identification of core intangible assets for new growth initiatives
- Creating or enlarging the market
- Risk analysis and avoidance measures
- Capabilities analysis and exploitation
- Competitive Dynamics and Game Theory

“At Vrunda Consultancy Service, each new problem is looked at ab-initio, in its unique context.

We never fall victim to our repertoire of past knowledge when we get a new assignment in hand.“

OUR SERVICES

INDUSTRIAL ENGINEERING

EXCELLENCE
SERVICES
→

KNOWLEDGE
PROCESS
OUTSOURCING
→

TRAINING &
DEVELOPMENT
→

CUSTOMISED
SOLUTIONS
→



Industrial Engineering is concerned with the design, Improvement, and installation of integrated system of men, material, and machines for the benefit of mankind .It draws upon specialized knowledge and skills in the mathematical and physical sciences together with the principles and methods of engineering analysis and design to specify, predict and evaluate the results to be obtained from such systems.

The aim of IE is to provide specialized services to production departments, such as methods improvement, time study, Job evaluation and merit rating and to head new projects if required.

Industrial engineering uses scientific approaching identifying and solving the problems .It collects factual information regarding the problem analysis the problem, prepares alternative solutions taken into account all the internal and external constraints, selects the best solution for implementation.

The main aim of tools and techniques of industrial engineering is to improve the productivity of the organization by optimum utilization of organizations resources: men, materials, and machines.

We helped a leading manufacturer of bicycles achieve higher sales & profit through increased Productivity & improved Quality from its existing plant

Please review our comprehensive toolkit of approaches to help clients with specific Industrial Engineering - related needs below:

- ❖ Time & Motion Studies
- ❖ **Work Management**
- ❖ Production Norms & Standards
- ❖ **Mechanization / Automation**
- ❖ Productivity Enhancement
- ❖ **Manufacturing Strategy**
- ❖ Cost reduction, Value engineering
- ❖ **Facilities Planning Design & Layout**
- ❖ Manpower Planning & Optimization
- ❖ **Job Evaluation, Incentive Scheme**
- ❖ Re-Structuring, Performance Management

For a precision engineering firm we improved on-time delivery from 60% to 95% and lowered inventory dramatically

“Business environment undergoes constant evolution and is affected by an array of parameters that are unique to an organization. The constant evolution also means that apparently same problem in an organization may require different solution, because context of the problem changes with time.”

OUR SERVICES

EXCELLENCE SERVICES

KNOWLEDGE
PROCESS
OUTSOURCING
→

TRAINING &
DEVELOPMENT
→

CUSTOMISED
SOLUTIONS
→

Operational Excellence is an element of organizational leadership that stresses the application of a variety of principles, systems, and tools toward the sustainable improvement of key performance metrics.

Much of this management philosophy is based on earlier continuous improvement methodologies, such as Lean Manufacturing, Six Sigma, and Scientific Management. The focus of Operational Excellence goes beyond the traditional event-based model of improvement toward a long-term change in organizational culture.

Please review our comprehensive toolkit of approaches to help clients with specific Excellence Services - related needs below:

- **Lean Manufacturing Transformation**
 - *Training, Implementation & Handholding*
- **Operational Excellence Implementation**
 - *Implementing Shigo Shingo Model*
 - *Training & Implementation Support*
- **Six Sigma**
 - *Training, Project Identification & Handholding*
- **Business Transformation Services**
- **Business Process Reengineering**

“At the core of our creative problem solving methodology is a holistic approach – that starts with understanding the context and environment of the problem, before getting into its nitty-gritty.”

We re-engineered processes for the India's largest manufacturer of Extrusion machinery to dramatically reduce Inventory & Time-to-deliver custom accessorized vehicles

OUR SERVICES

KNOWLEDGE PROCESS OUTSOURCING

TRAINING &
DEVELOPMENT
→

CUSTOMISED
SOLUTIONS
→

Outsourcing is the contracting out of a company's non-core, non-revenue producing activities to specialists
It differs from *contracting* in that *outsourcing* is a strategic management tool that involves the restructuring of an organization around what it does best – its core competencies
Unlike conventional BPO where the focus is on process expertise, in **KPO**, the focus is on knowledge expertise.

KPO involves business processes requiring domain expertise and high-end qualifications such as the **MBA** and/or the engineering, medical, law, accountant degree or other highly skilled professional qualifications.

KPO requires moving away from the simple execution of standardized processes to the implementation of processes that demand advanced analytical and technical skills together with some decision-making.

We helped turnaround employees' motivation by designing & implementing multifactor Incentive schemes and it immediately improved product Quality and Production which increased by 15%

Please review our comprehensive toolkit of KPO Services - related needs below:

- ✓ Continuous Improvement & Management Support
 - ✓ CIMS KPO
- ✓ **Marketing Process Outsourcing**
 - ✓ **AMOGH MPO**
- ✓ Design Services
 - ✓ Innovision
- ✓ **Pharma-Industrial Engineering**
 - ✓ SPIKE KPO

We helped Agrochemical Giant to achieve excellence in manufacturing by reducing Manufacturing Costs

“We involve the members of our Client’s organization in developing insights and in evolving alternative solutions. We prompt, prod and provoke our clients to generate solutions through the collective wisdom that combines the creativity & objectivity of our consultants and the experience and specific domain knowledge of our clients. After evaluating the alternatives for their efficacy and ascertaining their techno-economic feasibility, we recommend the

OUR SERVICES

TRAINING & DEVELOPMENT

CUSTOMISED SOLUTIONS
→



Business Excellence

- Lean Awareness
- **Value Stream Mapping (VSM)**
- 5'S & Visual Management
- **TPM**
- Overall Equipment Effectiveness (OEE)
- **Kaizen Blitz**
- Single Minute Exchange of Die (SMED)
- **Production Levelling**
- Lean Supply Chain -JIT & Kanban
- **Daily Work Management**
- TQM & Six Sigma Awareness
- **Problem Solving Techniques**

Other Trainings

- NLP
- Organizational structure and management systems
- Cross-cultural communication
- Investor and client relations
- Interim team management
- Talent Search
- Institutional System and Organizational Design
- Corporate Transformation
- Organizational Change Processes
- Corporate Governance

Industrial Engineering

- ✓ Work study & measurements
- ✓ **Manpower planning and job evaluation**
- ✓ Innovative techniques in IE
- ✓ **Layout Designs**
- ✓ Effective Production Planning & Scheduling
- ✓ **Developing Predetermined Time Standards**
- ✓ Ergonomics & Principles of Motion Economy
- ✓ **Line balancing**

“We follow participative and collaborative process of consulting, and thereby create competence within client organization to handle similar situations in future.”

OUR SERVICES

CUSTOMISED SOLUTIONS



If you did not find what you were looking for in the other sections of our service offering, do not despair. We are often engaged to provide Custom-tailored solutions for our clients. We can help formulate the specific problem or uncover areas that need improvements and then find a comprehensive set of possible solutions to meet the needs of your particular organization.

In many cases we are retained to Execute such tasks as those listed below:

- Productivity Assessment
- Business Transformation
- Business intelligence
- Web solutions
 - a. Internet Marketing
 - b. E-commerce
 - c. Online auctions
- Research studies

“Providing Implementation Support to clients is our commitment that distinguishes us from the rest of our tribe in the business world-the management consultants. Implementable result oriented recommendations have endeared us to our client organizations, who have on numerous occasions, introduced us to other organizations – our new clients.”

INDICATIVE LIST OF OUR CLIENTS

Industrial Engineering



KPO



Excellence



CONTACT US

INDIA CONTACTS

Regd. Office :

B/129 MIG, Behind CHL Apollo Hospital
AB Road, Indore – 452008
Telefax : +91 731 2420228

Corp. Office :

Block A, 202, Titanium City Center,
100 Ft. Anand Nagar Road,
Satellite, Ahmedabad – 380015
Telefax : +91 7567 881535

Regional Offices

Indore :

26, Ganesh Colony, Rambag,
Indore - 452007
Cell : +91 9770 538382

New Delhi :

INTERNATIONAL CONTACTS

United States:

3, Wilderness Run Court, Mount Laurel,
New Jersey (NJ) 08054 (USA)

Call : +1 732 610 8526

Upcoming Offices :

Kualalumpur (Malaysia)

Muscat (Oman)

E-MAIL CONTACTS

General enquiry : mktg@vcs.co.in

Indore Office : ajay@vcs.co.in

US Office : acshah@vcs.co.in

Trainings : amit@vcs.co.in

Services : nilesh@vcs.co.in

(Strategy / Excellence Services / Customised Solutions)

Services : nsharma@vcs.co.in

(Industrial Engineering / KPO)