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### **Agricultural and Agribusiness Consultants**

**Report Categories:**

Exporter Guide

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**Report Highlights:**

This report provides a partial list of consultants available for conduct of market research and other investigations into Indian agriculture, agribusiness, food retailing, the food economy, and rural affairs. This list is neither exhaustive nor all-inclusive. Inclusion of any consultant on this list does not constitute an endorsement of that consultant, nor does exclusion of any consultant from this list imply any lack of such endorsement. This list is provided strictly as a courtesy to those who desire information in greater detail than that provided in this office's GAIN reports. These consultants are believed to be reliable, but neither the author of this report nor the U.S. Department of Agriculture makes any guarantee of performance by a consultant on this list, or of the accuracy or suitability of any information such a consultant may provide.

**General Information:**

This report provides a partial list of consultants available for conduct of market research and other investigations into Indian agriculture, agribusiness, food retailing, the food economy, and rural affairs. Some firms on this list also offer representation services for firms desiring a local presence in the market.

Readers of GAIN reports sometimes address to this office inquiries or requests for information that exceed the ability of USDA's offices in India to fulfill. These inquiries range from requests for detailed research into a specific Indian state's agriculture sector to requests for in-depth analysis of a specific product. While we strive to be as helpful as possible, we are unable to accommodate most requests for custom analysis and research. For that reason, we present here a list of potential commercial sources of analytical and research services.

This list is neither exhaustive nor all-inclusive. Inclusion of any consultant on this list does not constitute an endorsement of that consultant, nor does exclusion of any consultant from this list imply any lack of such endorsement. This list is provided strictly as a courtesy to those who desire information in greater detail than that provided in this office's GAIN reports. These consultants are believed to be reliable, but neither the author of this report nor the U.S. Department of Agriculture makes any guarantee of performance by a consultant on this list, or of the accuracy or suitability of any information such a consultant may provide.

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**EVALUESERVE**

Cyber Park  
Tower A 2<sup>nd</sup> Floor,  
Tower B 3rd & 4th Floor,  
UnitechWorld-Cyber Park Jharsa,  
Sector-39, Gurgaon- 122002 Haryana  
Telephone: + 91-124 415-4000 /412-0000  
Fax: + 91-124 406-3430  
[www.evalueserve.com](http://www.evalueserve.com)

Ashish Gupta, COO & Country Head, [ashish.gupta@evalueserve.com](mailto:ashish.gupta@evalueserve.com), [india@evalueserve.com](mailto:india@evalueserve.com)

Evalueserve is a global knowledge process outsourcing firm offering market analysis and competitive intelligence, customer insight (market research and data analytics), business development and sales support, intellectual property searches and analytics, information services, knowledge management, and financial control.

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**Feedback Consulting**

O - 46, First floor,  
Lajpat Nagar Phase II,  
New Delhi - 110024  
Telephone: +91-11 4653-4653, +91-11 2984-1694  
[www.feedbackconsulting.com](http://www.feedbackconsulting.com)

Mr. Rajeev Kumar, [rajeev@feedbackconsulting.com](mailto:rajeev@feedbackconsulting.com)  
Mr. Atul Churra, [atul@feedbackconsulting.com](mailto:atul@feedbackconsulting.com)

Feedback Consulting offers market research, business advisory, visitor assistance, and representation services, the last via either dedicated or shared employees. Agricultural inputs, food, and beverages are specific areas of expertise. U.S. clients include John Deere, Caterpillar, American Soybean Association, and Kraft Foods.

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**Global AgriSystem Pvt. Ltd.**

K-13 A, Hauz Khas Enclave  
New Delhi – 110 016  
Telephone: +91-11 2652-7123  
Fax: +91-11 2656-8510  
[www.globalagri.com](http://www.globalagri.com)

Mr. Gokul Patnaik, Chairman, [gpatnaik@globalagri.com](mailto:gpatnaik@globalagri.com)

Global AgriSystem is a general agribusiness consultancy with particular emphasis on fruits and vegetables owing to its status as an importer and exporter of produce. Services include market surveys and development of entry strategies, technical advisory services (project reports, feasibility studies, financial services), turnkey and project management, and post-harvest management. The firm's extensive client list is too long to reproduce here but includes Adani Agri Fresh Pvt. Ltd., Kellogg Brown & Root, Reliance Industries Ltd., and Seagram Manufacturing Ltd.

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**i2i Consulting**

*Head office*

10 Sunder Nagar  
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D-18 Nizamuddin East,  
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Telephone: +91-11 4659-0340

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[www.i2iconsulting.biz](http://www.i2iconsulting.biz)

Ms. Devna Khanna, Director, [devna@i2iconsulting.biz](mailto:devna@i2iconsulting.biz)

i2i Consulting offers representation, consulting, sourcing, market research, logistics including warehousing, delegation handling, and real estate services to foreign clients. Clients include the Global Cold Chain Alliance, the Southern U.S. Trade Association, Virginia Department of Agriculture and Consumer Services, and the Western United States Agricultural Trade Association.

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**IMPRIMIS Life PR Pvt. Ltd.**

81/2 second floor, opposite SPC Housing Colony  
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New Delhi – 110017

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[www.imprimispr.com](http://www.imprimispr.com)

Mr. Aman Gupta, C.E.O., [agupta@imprimispr.com](mailto:agupta@imprimispr.com)

Imprimis is a public relations firm that also offers industry and market research, executive search, online research and forecasting, opportunity assessment, company surveys and profiles, public policy research and outreach, and issues research and evaluation. Agriculture is one of its specialties, with particular attention to managing public perceptions of novel technologies.

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**Indian Agribusiness System Pvt. Ltd.**

H-128, First Floor  
Sector 63,  
Noida - 201 301 Uttar Pradesh  
Telephone: +91-120 461-8100  
Fax: +91-120 461-8118  
[www.agriwatch.com](http://www.agriwatch.com)

Mr. Sunil Khairnar, Director, [sunil@agriwatch.com](mailto:sunil@agriwatch.com), [services@agriwatch.com](mailto:services@agriwatch.com)

AgriWatch offers customized research, consulting services, and market intelligence for grains (rice, wheat, corn), pulses, vegetable oil, oilseeds and meals, sugar, cotton, guar (guar seed, guar gum), and spices (red chilis, black pepper, turmeric, cardamom, cumin, coriander). The firm also offers value chain studies, sub-sector studies, consumption studies, and crop surveys. Consulting services include designing and implementing procurement strategies, supply chain re-engineering, and risk management strategies. The firm offers subscriptions to proprietary market news and analysis products.

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**Indian Market Research Bureau (IMRB) International**

Consumer Research - West  
"A" Wing Mhatre Pen Building  
Senapati Bapat Road  
Mumbai - 400028  
Telephone: +91-22-2432 3500 / 3700  
Fax : +91-22-2432 3700  
[www.imrbint.com](http://www.imrbint.com)

Balachandran Ramiah, Sr. Vice President, [balachandran.ramiah@imrbint.com](mailto:balachandran.ramiah@imrbint.com)

IMRB includes among its specialties the agriculture sector, including upstream inputs; the alcoholic beverage market; processed products; modern retail; and brand marketing. Commodities it has studied include grains, sugarcane, tea, grapes, potatoes, seeds, cattle, and poultry; inputs include pesticides, herbicides and fertilizer. IMRB publishes a "National Food Survey" of food consumption habits in urban India. Clients include BASF, Bayer Bio Science, Bayer Crop Science, Cargill, DevGen, DMR Kynetec, DuPont, DSCL, Elanco, Indo Gulf Fertilizers, Mahyco, Monsanto, Rabo Bank, Rallis, Reuters, Syngenta, Tata Chemicals, and Tata Tea, BAT Group, Bharti Group, Cadbury, Frito Lay, Heinz, Nestle, PepsiCo, and Unilever.

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**Ipsos Market Research**

5th, 6th & 7th Floor, Boston House,  
Suren Road, Andheri (E)  
Mumbai - 400093  
Telephone: +91-22 6620-8000  
Fax: +91-22 6620-8200

C-1, 1st Floor, Opposite Indian Oil Building,  
Green Park Extension  
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Telephone: +91-11 4618-3000  
Fax: +91-11 4618-3001

AKemPS, 3rd Floor, No. 28, 3rd Main Road, 1st Cross,  
Ashwini Layout, 100 Feet Road, Ejipura  
Bangalore – 560047  
Telephone: +91-80 4261-6800  
Fax : +91-80 4261-6801

[www.ipsos.com](http://www.ipsos.com)

Mick Gordon, Country Manager, [mick.gordon@ipsos.com](mailto:mick.gordon@ipsos.com), [ipsos.india@ipsos.com](mailto:ipsos.india@ipsos.com)

IPSOS is a global consultancy that conducts market research, including public opinion polling.

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**Iris Retail**

S-67, Okhla Industrial Area, Phase II  
New Delhi – 110020  
Telephone: +91-11 4050-2500  
Mobile: +91-98 7370-0434

<http://www.irisretail.com>

Mr. Amit Mahajan, Associate Vice President, [amit@irisretail.com](mailto:amit@irisretail.com)

Iris is a market research and business analytics consultancy with a core clientele of marketers, retailers, and manufacturers. Clients include Cadbury, Frito-Lay, and Pizza Hut, among many others.

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**Kantar Retail**

FF26, Block C, Omaxe Plaza  
Sector 48-49, Sohna Road  
Gurgaon -122003 Haryana  
Telephone: + 91-+91-1244 2744 00  
Fax: + 91-124 406-3430  
[www.kantarretail.com](http://www.kantarretail.com)

Ankur Shiv Bhandari, MD- India Subcontinent, [ankur.bhandari@kantarretail.com](mailto:ankur.bhandari@kantarretail.com)

Kantar Retail provides in-depth primary and secondary market research for the retail sector, with particular attention to strategies for growth and to consumption trends. It offers both custom research and off-the-shelf reports. Off-the-shelf reports may be purchased and downloaded directly from Kantar Retail's website.

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**Market Insight Consultants India**

SAI GRACE  
A-72, Sector -34  
Noida - 201 301 Uttar Pradesh  
Telephone: +91-120 432-2037  
Mobile: +91-98 1008-1693  
[www.marketins.com](http://www.marketins.com)

Mr. Sanjay Nagi, Managing Director

Market Insight Consultants performs primary research and data analysis, and develops strategies, including for market entry, among other services. Food-related clients include Pffanheim of France (wines) and Godrej Consumer Products.

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**McKinsey & Company**

21st Floor, Express Towers,  
Nariman Point  
Mumbai 400 021  
Telephone: +91-22 6630-2107, +91-22 2285-5532  
Fax: +91-22 2285-5531

**McKinsey & Company, Delhi Office**

Plot No. 4, Echelon Institutional Area,  
Sector 32,  
Gurgaon - 122001 Haryana  
Telephone: +91-124 661-1000, +91-124 306 -1000  
Fax: +91-124 661-1400  
[www.mckinsey.com/locations/india/index.aspx](http://www.mckinsey.com/locations/india/index.aspx)

Mr. Adil Zainulbhai, CEO, [kulsum\\_merchant@mckinsey.com](mailto:kulsum_merchant@mckinsey.com)

McKinsey is a global management consultancy, best known for performance improvement. Its expertise includes developing growth and product entry strategies, consumer insights, and market-segment or product-specific insights.

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**Millward Brown**

**Millward Brown - Delhi**

6th Floor, Universal Trade Tower,  
Gurgaon Sohna Road, Sector 49,  
Gurgaon - 122001 Haryana  
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[www.millwardbrown.com](http://www.millwardbrown.com)

Subhransu Rout, [subhransu.rout@millwardbrown.com](mailto:subhransu.rout@millwardbrown.com)

**Millward Brown- Bangalore**

Mahalakshmi Chamber  
3rd Floor, 9/2 Mahatma Gandhi Road (MG Rd),  
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Fax: + 91-80 4292-7070  
[www.millwardbrown.com](http://www.millwardbrown.com)

Muralidhar Salvateeswaran, [muralidhar.salvateeswaran@millwardbrown.com](mailto:muralidhar.salvateeswaran@millwardbrown.com)



**MaPS India, a division of Millward Brown Pvt. Ltd.- Chennai**

New No.13, Old No.7, 5th Street  
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Chennai - 600 035

Telephone: +91-44 42891091

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[www.millwardbrown.com](http://www.millwardbrown.com)

Ashok Kalidas, [kashok@mapsnet.com](mailto:kashok@mapsnet.com)

**Millward Brown**

202 A, Leela Business Park,  
Andheri Kurla Road  
Andheri East, Mumbai – 400059

Telephone: +91-22 40281000

Fax: +91-22 40281003

[www.millwardbrown.com](http://www.millwardbrown.com)

Muder Chiba, [muder.chiba@millwardbrown.com](mailto:muder.chiba@millwardbrown.com)

Millward Brown offers research-based consultancy services and brand consulting based on the client's requirements, and expertise in custom reports for India as well as several other countries. Custom research on food and beverages, the retail sector, and packaged goods can be commissioned.

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**Monitor Group**

**Monitor India Pvt Ltd – Mumbai**

131 Free Press House  
Free Press Journal Marg  
Nariman Point  
Mumbai - 400 021  
Tel +91-22 6658-2000  
Fax +91-22 2288-5599

**Monitor Group – New Delhi**

204 Rectangle 1  
Saket District Centre  
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Tel +91-11 4600-5100  
Fax +91-11 4601-8990

<http://www.monitor.com/in>

Monitor Group offers advisory services on strategic issues in retail such as consolidation, localization, expansion into developing markets, new retail business models including online, enhanced services and loyalty programs, store format renewal, merchandising and category strategies, store design, integration of the customer experience across multiple channels, and price optimization and promotion issues.

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**The Nielsen Company**

Address: 2nd Floor, Bharat Yuvak Bhawan  
1 Jai Singh Road  
New Delhi – 110001  
Telephone: +91-11 4289-9178, +91-11 2374-1532  
Fax : +91-11 2336-6045  
Mobile: +91-98 1051-3326

[www.nielsen.com](http://www.nielsen.com)

[www.in.nielsen.com](http://www.in.nielsen.com)

Mr. Chandramouli Guin, Associate Director, [Chandramouli.Guin@nielsen.com](mailto:Chandramouli.Guin@nielsen.com)

Nielsen is well known for its consumer surveys and market research, particularly in the retail sector.

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**PricewaterhouseCoopers Pvt Ltd**

Building 10, Tower C  
DFL Cyber City  
Gurgaon – 122002 Haryana  
Telephone: +91-124 330-6000  
Fax: +91-124 330-6999  
[www.pwc.com/in/en/index.jhtml](http://www.pwc.com/in/en/index.jhtml)

Mr. Satish Srivastava, Client Executive

PWC in India focuses among other things on retailing- and consumer-related market research.

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**Raj Khalid Consultancy Pvt Ltd.**  
50 Manuel Gonsalves Road  
Bandra, Mumbai - 400050  
Telephone: +91-22 2643-1913  
Mobile: +91-98 9255-0871  
[www.rkcpl.com](http://www.rkcpl.com)

Mr. Raj Khalid, [raj@rkcpl.com](mailto:raj@rkcpl.com)

Raj Khalid Consultancy focuses on the states of Maharashtra, Gujarat, and Goa. Its expertise includes retail-related consulting services, and visitor handling.

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**RNCOS E-Service Private Ltd.**  
B-129, Sector 6  
Noida – 201301 Uttar Pradesh  
Telephone: +91-120 422-4700  
Fax: +91-120 422-4707  
[www.rncos.com](http://www.rncos.com)

Ms. Deepika Yadav, Marketing Executive, [deepika.yadav@rncos.com](mailto:deepika.yadav@rncos.com)

RNCOS provides in-depth market research, both with off-the-shelf and custom reports, for India as well as several other countries. Off-the-shelf food and beverage reports can be purchased and downloaded directly from the RNCOS website. Custom research can be commissioned.

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**The SCS Group**  
SCO 29, Sector 15-II

Gurgaon - 122 001 Haryana  
Telephone: +91-124 434- 4500  
Fax: +91-124 434 -4501  
Mobile: +91-98 1104-5056  
[www.scs-group.com](http://www.scs-group.com)

Mr. Kulpreet 'Keith' Sunderlal, [ksunderlal@scs-group.com](mailto:ksunderlal@scs-group.com)

The SCS Group is an agribusiness-oriented consultancy offering market research, marketing and representation services, logistics, public communications, policy analysis, and training. It includes as clients the California Table Grape Commission, California Prune Board, California Tree Fruit Agreement, United States Apple Export Council, Food Export USA Midwest and Northeast, Pear Bureau Northwest, and Washington Apple Commission.

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#### **Tata Consultancy Services**

PTI Building, 5<sup>th</sup> Floor  
4 Parliament Street  
New Delhi – 110 001  
Telephone: +91-11 2372-1523  
Fax: +91-11 23311735

Mr. Feroz Vandrevalla, Executive Director, [helpdesk@tcs-ca.tcs.co.in](mailto:helpdesk@tcs-ca.tcs.co.in)

The Tata Group's consultancy offers expertise in food and beverages, with emphasis on assisting retailers in optimizing retail operations.

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#### **Technopak Advisors Pvt. Ltd.**

4th Floor, Tower A

DLF Building 8  
DLF Cyber City, Phase II  
Gurgaon - 122 002 Haryana  
Telephone: +91-124 4541111  
Fax: +91-124 4541198  
[www.technopak.com](http://www.technopak.com)

Mr. Arvind K. Singhal, Chairman, [arvind.singhal@technopak.com](mailto:arvind.singhal@technopak.com)

Technopak offers business strategy development, supply chain assessments, performance audits, turnkey solutions, sector opportunity scans, concept development, consumer insights, and partner searches, among other services, in the food and agricultural sphere. Technopak has specific product and commodity expertise in baked goods and confections, beverages (alcoholic and non- alcoholic), fish and marine foods, groceries and staples, fruits and vegetables, meat and poultry products, milk and dairy products, packaged and convenience foods. Clients include Cotton Council International, Honeywell International Inc., Patanjali Food and Herbal Park Pvt. Ltd., Jharkand Mega Food Park Pvt. Ltd., Northwest Venture Capital, Blue Star Limited, K.P.R. Fertilisers Ltd., IEP Fund Advisors Private Limited, Agricultural and Processed Food Products Export Development Authority (APEDA) of the Indian Ministry of Commerce, Turkish Hazelnut Promotion Group (FTG), L E Pritchitt & Co. Ltd., Japan External Trade Organization (JETRO), International Finance Cooperation (IFC), The World Bank Group, Reliance ADAG Group, and Gopaljee Dairy Foods Pvt. Ltd.

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**Techpro India (P) Limited**  
FF 303 G, Sushant Shopping Arcade  
Sushant Lok I  
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[www.techproindia.in](http://www.techproindia.in)

Mr. Amit Sachdev, [techpro303@gmail.com](mailto:techpro303@gmail.com)

Techpro specializes in analysis of the grains and livestock feed industries, and its services include market research and market intelligence, project planning and implementation, feasibility studies, executive search, seminar organization and liaison work, including local representation. Current clients include the U.S. Grains Council.

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**Tecnova India Private Limited.**  
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[www.tecnovaglobal.com](http://www.tecnovaglobal.com)

Mr. Vineet Arora, Consultant, Business Development, [varora@tecnovaglobal.com](mailto:varora@tecnovaglobal.com)

Tecnova offers product market entry and market research services for the retail industry, as well as support services (including human resources, finance, regulatory, and administrative services).

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### **Third Eyesight**

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[www.thirdeyesight.in](http://www.thirdeyesight.in)

Mr. Tarang Gautam Saxena, [tarang.saxena@thirdeyesight.in](mailto:tarang.saxena@thirdeyesight.in)  
Ms. Sonal Mawar, [Sonal.mawar@thirdeyesight.in](mailto:Sonal.mawar@thirdeyesight.in)

Third Eyesight is a consultancy devoted to retailing and consumer products, including groceries and quick-service restaurants. Consultations are offered on strategy development, marketing, sourcing and manufacturing, product development, corporate finance, Indian market entry, and human resource management.

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### **TNS India**

7th & 8th Floor, Block 4-B, DLF Corporate Park  
DLF City, Phase III, Gurgaon-Mehrauli Road

Gurgaon - 122 002 Haryana  
Telephone: +91-124 448-8877  
[www.tnsglobal.com](http://www.tnsglobal.com)

Chhavi Bhargava, Executive Director

TNS conducts market research, including use of focus groups. Clients include Unilever and PepsiCo.

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**Wealth Tree Partners**

6, Mercantile Apartment  
Above HSBC Bank C.G. Road  
Opp. Basant Cinema, Chembur  
Mumbai - 400074  
Telephone: +91-22 6523-9090  
[www.wealthtree.in](http://www.wealthtree.in)

Mr. S. Venkataraman, [Venkat@wealthtree.in](mailto:Venkat@wealthtree.in)

Wealth Tree is a one-stop market entry consultancy focused on India. It offers feasibility studies, tax structuring of investments, partner-, distributor- and agent search; B2B meeting arrangement, regulatory approvals, accounting and payroll outsourcing, sales representation, country representation of foreign trade and investment promotion bodies, strategic sourcing, and senior management headhunting. Wealth Tree has offices in Delhi, Gurgaon, Ahmedabad, Bangalore, and Pune as well as Mumbai.