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Food Processing Ingredients
Food Service - Hotel Restaurant Institutional
Fresh Fruit
Dried Fruit
Beverages
Exporter Guide

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Report Highlights:

This report provides a partial list of consultants available for conducting market research and other inquiries into Indian agriculture, agribusiness, food retail, food/agricultural economics, 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 is typically provided in this office's GAIN reports.

General Information:

This report provides a partial list of consultants available for conduct of market research and other examinations of Indian agriculture, agribusiness, food retailing, 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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Mr. Karanvir Mundrey, Director

Atharva is a consulting firm offering studies and market research reports for its clients around the world in the areas of Pharmaceuticals, Biotech, Agriculture & Veterinary, Ayurveda & Natural Medicine, Fisheries and Biofuels.

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Chaos is a brand strategy and design consultancy offering the discipline of corporate identity, communication, web, retail design and brand strategy consulting.

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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.

Feedback Consulting

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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.

Global AgriSystem Pvt. Ltd.

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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, and 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 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.

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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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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.

Indian Market Research Bureau (IMRB) International

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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.

Ipsos Market Research

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

Iris Retail

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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 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.

Market Insight Consultants India

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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.

McKinsey & Company

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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 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.

Monitor Group

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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.

The Nielsen Company

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

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Mr. Satish Srivastava, Client Executive

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

Raj Khalid Consultancy Pvt. Ltd

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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 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.

The SCS Group

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

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Mr. Arvind K. Singhal, Chairman,

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., Jharkhand 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 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 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 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.

TNS India

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Chhavi Bhargava, Executive Director

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

Transgraph Consulting Pvt. Ltd.

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TransGraph consulting provides price forecasting and risk management solutions to various companies in manufacturing, trading, refining and FMCG industry segments. Transgraph's deliverables span from research reports, hedge modeling, drafting of risk management policy, customized procurement / trading / hedging strategies with support from focused and knowledgeable engagement manager

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Troika Consulting specializes in representing foreign brands in India. It represents foreign boards/associations/brands among trade partners, provides Indian consumer insights and also takes care of all the marketing and branding requirements in India. It has extensive experience in representing Cotton Council International (CCI) in India among both the consumers and the trade.

Wealth Tree Partners

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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.
