



Our Introduction and Capabilities

Our Introduction

What

A team of seasoned professionals with deep expertise in automotive sales, after-sales and marketing related activities. Our founding members have worked with strategy consulting firms, marketing agencies major automotive OEMs present in India.

Why

To transform market approach of our clients with tailored strategies, performance enhancements, and effective field execution in following key areas:

Market Study and Surveys

- Market Research & Analysis (Primary and Secondary research)
- Consumer trend analysis and surveys

Customer Experience Survey and Transformation

- Internal (dealer) and External customer experience survey
- Process(KPI) monitoring and coaching

Market Intelligence

- Market trend analysis and forecasting
- Government policy mapping
- Market Sizing – TAM, SAM, SOM analysis and forecasting

Business Transformation and Performance Improvement

- Sales, After-sales process optimization
- Discount control through in-store auditing and mystery shopping

Business Coaching

- Business performance improvement analysis and coaching
- Setting up and coaching for Specific, Measurable, Achievable, Relevant, and Time-bound goals



How

Leveraging our database, SOP and CX playbooks, survey templates and project management framework; coupled with our core team:



Shray Gupta

Lead - Strategy and Performance Improvement

15+ years of professional experience in consulting and automotive industry working with:



Expertise in channel partner scouting and management, sales funnel management, after-sales and market research domains



Amit Srivastava

Professional Advisor, Internal Audit

17+ years of professional experience in consulting and automotive industry working with:



Expertise in internal audit, SOP design and compliance, channel partner operations



Rajat Nag

Professional Advisor, Transport and Logistics

20+ years of professional experience in transport, logistics and supply chain working with:



Expertise in operational efficiency, manpower training and management, fleet operations



Sanchit Kumar

Professional Advisor, Technology

15+ years of professional experience in IT Products & Services

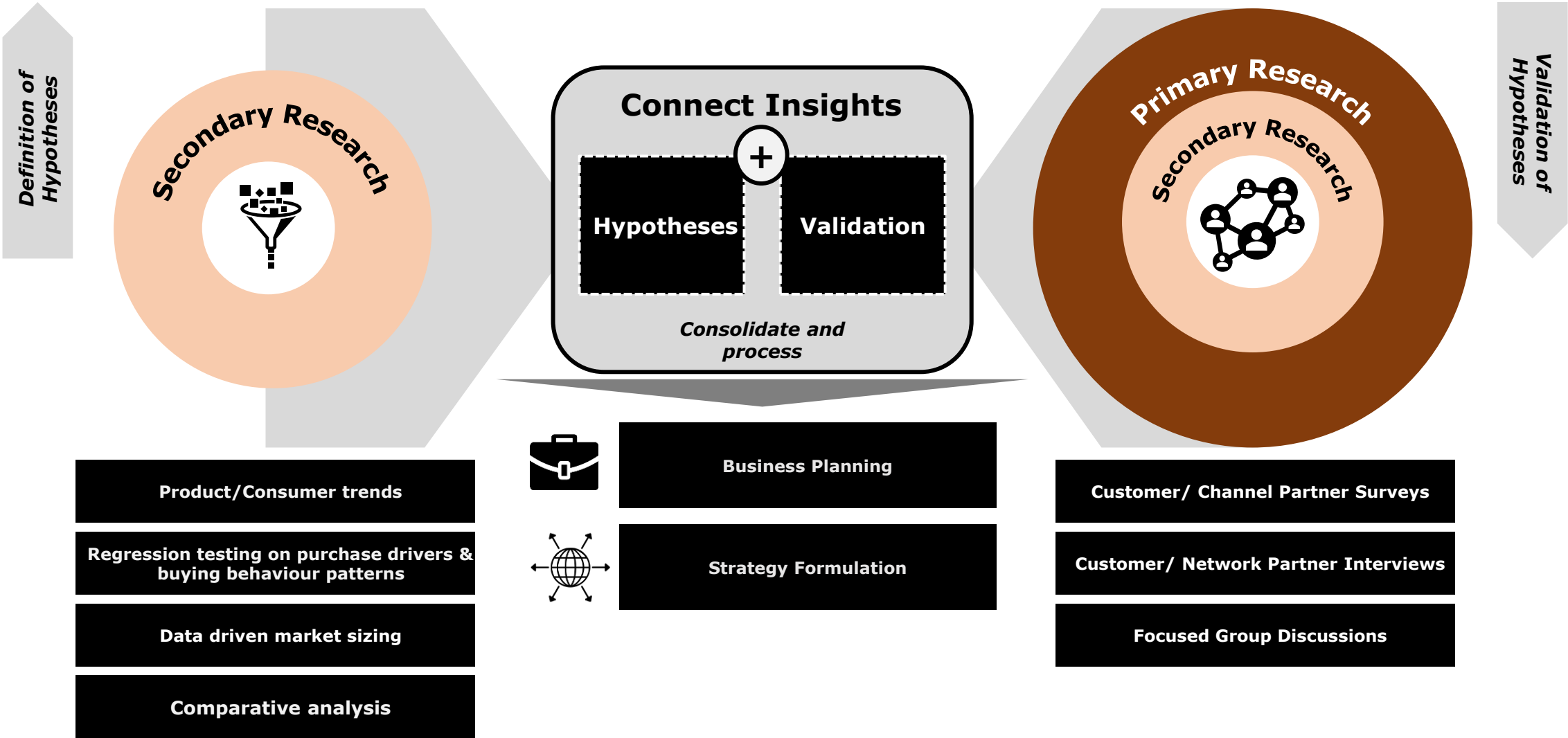


Expertise in designing, developing and deploying scalable software systems.

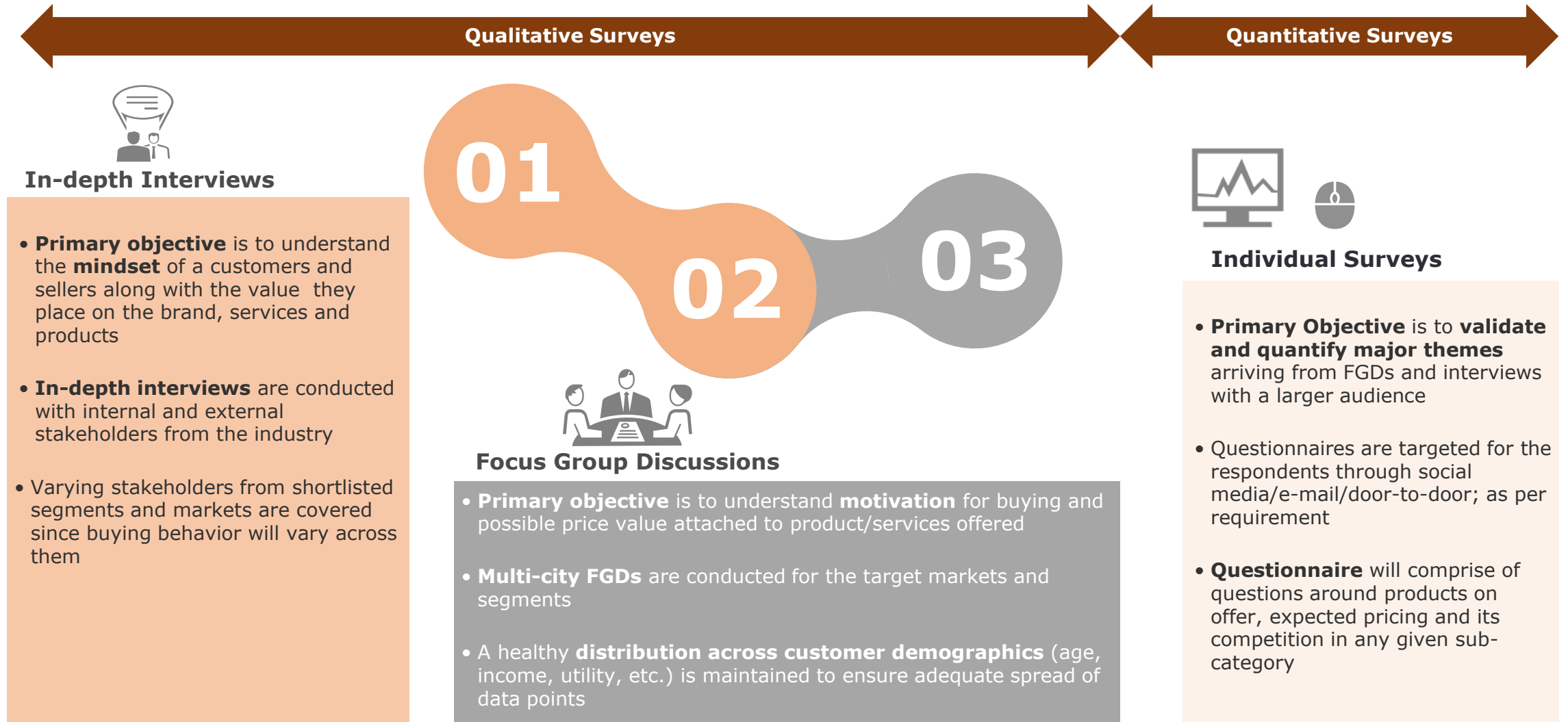
Market Study - Research Methodology (1/2)

Market Research (Quantitative)

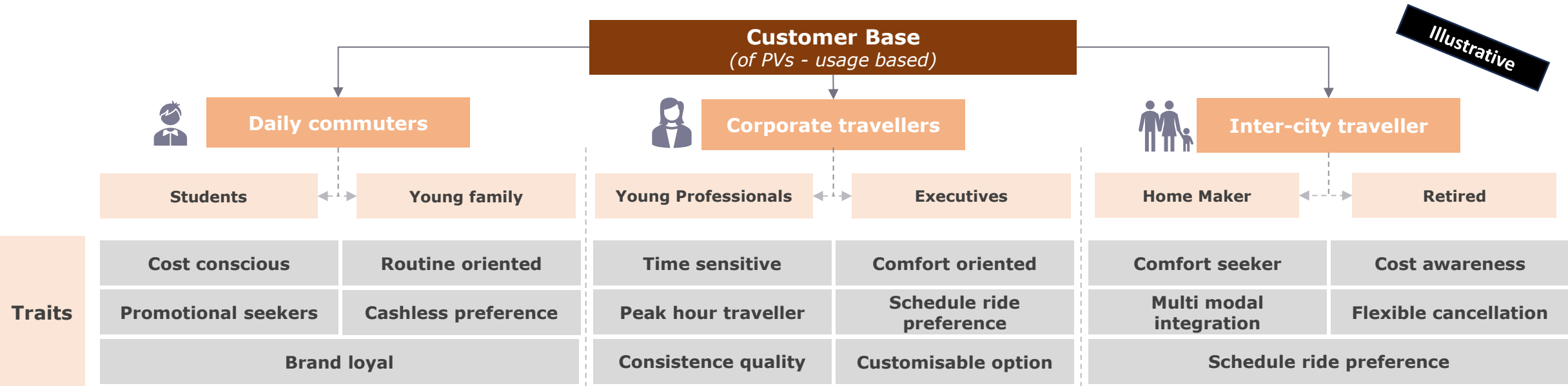
Stakeholder Insights (Qualitative + Quantitative)



Market Study - Research Methodology (2/2)



CX Study - Approach for Target Persona Identification (Illustrative)







Illustrative





Market Study's Expected Outcome

Survey	F2F Interaction	FGDs	F2F Interaction
Demographic understanding Platform preferences Income insights Community engagement	Association experience Operational challenges Features and Wishlist Barriers in current ecosystem	Work and leisure balance Emotional triggers Overall satisfaction Emergency/ crisis management	Factors effecting loyalty Brand impact Community Influence

CX Study – Understanding different generations (1/2)

	 <p>Boomers (1946 to 1964)</p>	 <p>Generation X (1965 to 1980)</p>	 <p>Millennials (1981 to 2000)</p>	 <p>Generation Z (2001 to 2020)</p>
Background	<ul style="list-style-type: none"> Conventional school of thought with low awareness Relatively less diverse 	<ul style="list-style-type: none"> Looks for better ways of generating income but not good at cost efficiency 	<ul style="list-style-type: none"> 1st Generation not expected to do as well financially as their parents Cosmopolitan, well-educated 	<ul style="list-style-type: none"> Ethnically diverse and tolerant Socially liberal and financially prudent
Personality trait	<ul style="list-style-type: none"> Dependent and fixated school of thought Resistant to change 	<ul style="list-style-type: none"> Independent, Self-reliant, Resilient 	<ul style="list-style-type: none"> Optimistic and idealistic Dependent and entitled Conversational attention span 	<ul style="list-style-type: none"> Pragmatic and realistic Environmentally conscious Text-message attention span
Value	Family/Community	Success	Time	Individuality
Work ethic	<ul style="list-style-type: none"> Dedicated Pay your dues Work hard Respect authority Hard work Age=seniority Company first 	<ul style="list-style-type: none"> Driven Workaholic-60 hrs/weeks Work long hours to establish self-worth and identity and fulfillment Work ethic = worth ethic Quality 	<ul style="list-style-type: none"> Balance Work smarter Eliminate the task Self-reliant Want structure & direction Skeptical 	<ul style="list-style-type: none"> Ambitious What's next? Multitasking Tenacity Entrepreneurial
Motivation	<ul style="list-style-type: none"> Being respected Security 	<ul style="list-style-type: none"> Being valued, Needed money 	<ul style="list-style-type: none"> Freedom and removal of rules Time Off 	<ul style="list-style-type: none"> Working with other bright people Time off

CX Study – Understanding different generations (2/2)

	 <p>Boomers (1946 to 1964)</p>	 <p>Generation X (1965 to 1980)</p>	 <p>Millennials (1981 to 2000)</p>	 <p>Generation Z (2001 to 2020)</p>
Entitlement	Seniority	Experience	Merit	Contribution
Money is	Livelihood	Means to an end	Task and Results	Today's payoff
Technology	<p>Adapted</p> <ul style="list-style-type: none"> Relatively less tech-savvy Prefer getting media through newspapers and cable television 	<p>Acquired</p> <ul style="list-style-type: none"> Getting used to the technical world through newer generations Prefer old media transmitters Read newspapers, magazines and watch television 	<p>Assimilated</p> <ul style="list-style-type: none"> Tech-savvy (use up to 2 devices a day) Pioneers of social media, smartphones, mobile revolution Preferred social media: Facebook 	<p>Integral</p> <ul style="list-style-type: none"> Digital natives (can use over 4 devices a day) Preferred social media: Instagram
Shopping Preferences	<ul style="list-style-type: none"> Highly Price-sensitive Prefers visiting physical store and refrains online purchase 	<ul style="list-style-type: none"> Price-sensitive Prefer long-term programmes, loyalty offerings, and building relationships 	<ul style="list-style-type: none"> Price-sensitive and stimulated by discounts Prefer visiting stores to get merchandise immediately Prefer loyalty programmes 	<ul style="list-style-type: none"> Don't mind purchasing second-hand products "Buy now, pay later" preferred Enjoys social shopping, using Social media platforms to browse and make purchases

Tools and Enablers (1/2) - Consumer Questionnaire

Consumer: Screening Questionnaire

Voice of Customer

Illustrative

I

Name of Respondent:		Designation:	
Address (Residence):			
Fixed Phone (Residence):		Mobile No.:	
Interviewer:		Date of the interview:	
Quality Check:		Accompanied	
Supervisor (Initials)		Back checked	
Field Executive (Initials)		Scrutinized	
Frost & Sullivan QC Team (Initials)			
Questionnaire No.			

Circle relevant Center code

Center	Code
Ahmedabad	1
Bangalore	2
Chandigarh	3
Chennai	4

Center	Code
Cochin	5
Delhi	6
Mumbai	7
Pune	8

SECTION 1 – SCREENER SECTION

1. Do you come from any of the following background? (SINGLE RESPONSE):

Background	Response	Action
Working with a Vehicle Manufacturer	1	→ TERMINATE
Authorized Service Center	2	→ TERMINATE
Dealer of vehicles	3	→ TERMINATE
Broker/Financier of vehicles	4	→ TERMINATE
Media & Advertising (Print, electronic, etc.)	5	→ TERMINATE
Market Research	6	→ TERMINATE
Automobile Consulting	7	→ TERMINATE
Any other	8	→ CONTINUE

2. Does your family own atleast one Passenger Car in your family? (SINGLE RESPONSE)

Response	Action
Yes	1 → CONTINUE
No	2 → TERMINATE

Consumer Questionnaire

Illustrative

Q1 How aware do you feel you are in understanding the following type of engine technologies?

Alternate Powertrain	Very aware	Aware	Somewhat aware	Not aware	Not aware at all
1. LPG	5	4	3	2	1
2. CNG	5	4	3	2	1
3. Electric	5	4	3	2	1
4. Bio Fuel	5	4	3	2	1
5. Hydrogen	5	4	3	2	1
6. Micro Hybrid (start / stop)	5	4	3	2	1
7. Mild Hybrid	5	4	3	2	1
8. Full Hybrid	5	4	3	2	1
9. Plug in Hybrid	5	4	3	2	1

INTERVIEWER – IRRESPECTIVE OF RESPONSE TO Q 22, CREATE AWARENESS ON EACH TYPE BY SHOWING DEFINITION (USE SHOW CARD –

Q2 What do you dislike most of Hybrid and Alternate Fuelled Cars?

Dislike	Response
High Price	01
Limited overall performance	02
Inconvenience of monitoring and maintaining battery charge	03
Inconvenience of fuel stations	04
Less attractive vehicle designs and styles	05
Low reliability/durability	06
Limited availability of models	07
Low resale value	08
Fuel efficiencies are not significantly better than many conventional vehicles	09
Safety concerns (because of high pressure tank)	10
Limitation in space (passenger/luggage compartment, because of bigger tank)	11
Others (Please specify)	12

Q3 What do you like most about Hybrid and Alternate Fuelled Cars?

Like	Response
Eco friendly by means of reduced fuel consumption	01
Eco friendly by means of reduce emission	02
Reduced fuel costs	03
Cool Image	04
Savings/reductions in taxes or potential subsidies	05
Enhanced performance as a result of engine boosting from the electric motor	06
Reduced or no engine noise as a result of the use of electric-motor and turning off the engine when the vehicle is standstill	07
Use of innovative technology	08
Can use air conditioning even when engine is off	09
Others (Please specify)	10

Tools and Enablers (2/2) – Focused Group Discussion

FGD Screening Questionnaire

Recruitment Questionnaire		
Name of the respondent		
Address		
Area / Locality		
City		
Telephone Number		
Name of the interviewer		

1. Do you come from any of the following background:

Working with a Vehicle Manufacturer	1	→ TERMINATE
Authorized Service Center	2	→ TERMINATE
Dealer of vehicles	3	→ TERMINATE
Broker/Financier of vehicles	4	→ TERMINATE
Media & Advertising (Print, electronic, etc.)	5	→ TERMINATE
Market Research	6	→ TERMINATE
Consulting	7	→ TERMINATE
Any other	8	→ CONTINUE

2. Have you participated in this kind of research regarding vehicle within last 6 months?

Yes	1	→ TERMINATE
No	2	→ CONTINUE

3. Does your family own atleast one Passenger Car in your family?

Yes	1	→ CONTINUE
No	2	→ TERMINATE

4. Which of the following describes your profile for the Passenger Car you own?

Owner	1	→ CONTINUE
Owner cum driver	2	→ CONTINUE
Only driver	3	→ TERMINATE

5. Which of the following describe your role in the decision making process of the passenger car you own or intend to buy in future?

Key Decision Maker	1	→ CONTINUE
Key Influencer	2	→ CONTINUE
One of the Influencer	3	→ CONTINUE
Neither decision maker nor key influencer	4	→ TERMINATE

Illustrative

FGD Discussion Guide

Discussion Guide for Future of Mobility		
Expectations from the Customer future Mobility Preference		
Theme:		
Section	Details	Time
1	Warm-up and Respondent profiling <ul style="list-style-type: none"> Current vehicle ownership Attitude towards vehicle ownership 	20 min
2	How has the mobility trends changed in past 5 years & future perspective <ul style="list-style-type: none"> Mobility Changing requirements <ul style="list-style-type: none"> Shared Mobility Type of Vehicle (Segment, Powertrain) 	45 min
3	Measuring customer expectation through future Mobility <ul style="list-style-type: none"> Alternate Fuel vehicle (Electric Vehicle, CNG/LPG) Expectation from the future car/OEM Will prefer own Car/Shared Mobility Willingness to pay 	45 min
Total Duration		110 min (1 hr 50 min)

SECTION – 1: WARM-UP AND RESPONDENT PROFILING - (20 min)

Hello and good day to all of you. We are very thankful that you all took the time to come and attend this group discussion.

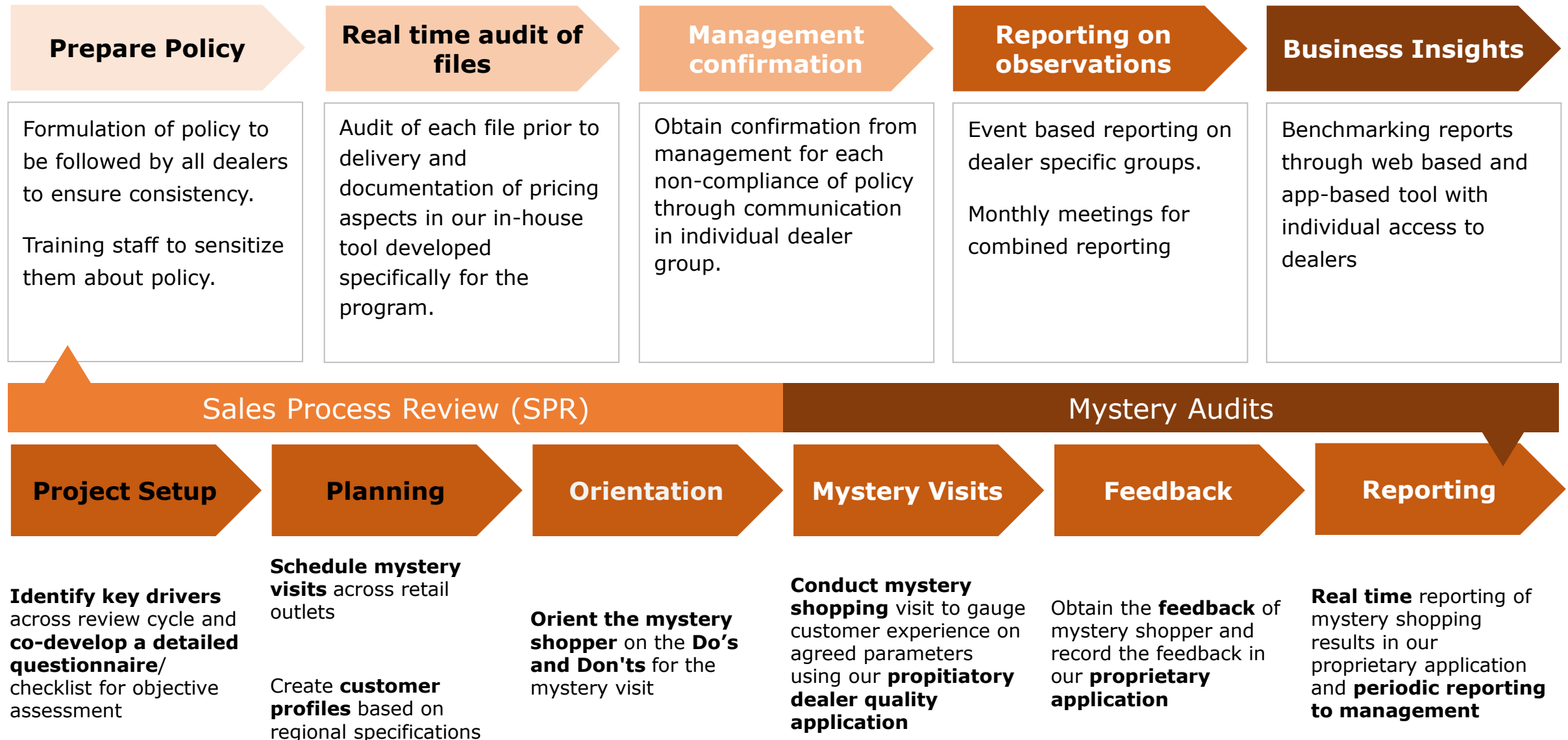
Have any of you attended groups like this before? **[MODERATOR TO VERIFY THAT NO RESPONDENT HAS ATTENDED A SIMILAR GROUP IN THE LAST 6 MONTHS]**

I would like to give you an idea of why we are conducting these groups. For us, the decision to purchase a car is an extremely rational one, taken after due consideration of cold, hard facts and much calculation of what our car would cost to run and maintain in the long term. We would like to understand from you, as to what are the key parameters that you would consider before deciding on the brand and model that you would like to own.

There is no right or wrong answers, so please feel free to express your opinion, even if it is different from that of the others in a group. Only if you express yourself freely, will you find it enjoyable, and also we will find it useful!

Illustrative

Performance Improvement - Dealer Sales review approach



Performance Improvement - Dealer Sales review approach

Illustrative aspects forming part of policy



Booking validity

1. Booking intimation and submission
2. Completeness of documents
3. Obtaining minimum booking amount
4. Parallel bookings
5. Out of purview bookings



Receipts

6. Cash receipt only in front of auditors
7. Auditors to put his stamp on each cash verified
8. Vehicle released on receipt of full payment
9. Tracking of amount received against DO
10. 3rd Party payment supporting's



Allied Services

11. Discount on insurance OD
12. Service packages
13. Accessories
14. RSA
15. Extended warranty
16. Fast tag
17. Finance pay-out
18. Registration



Grey Area

19. DSA deals
20. Implied DSA
21. Margin on trade in vehicles
22. Demo Vehicles
23. Management referral
24. OEM approvals
25. Leasing commissions



Reporting

- 26. Escalation status
- 27. Observations
- 28. Business Insights
- 29. Benchmarking reports
- 30. Penetrations

Sales Process
Version: 001
Applicable From
01 September 2023



Private & Confidential

01 Total Bookings	140
02 Open Bookings	140
03 Pipeline bookings	140
04 Delivery of tickets	140
05 Receipts from customer	140
06 Liabilities	140
07 Accruals	140
08 ODA deals	140
09 Credits	140
10 Other Matters	140
11 Management Address	141
12 Mystery Shopping	141
13 Appendix	142

[illegible][illegible][illegible][illegible][illegible][illegible][illegible]

Section 9:
Tactics

Sales Policy - MG

Below follow the rules to mark highlights and not an exception to the policy

Always	Sometimes	Never
A. Answer the question as asked	B. Do not answer the question if it is not clear or ambiguous (e.g. "What is the best?")	C. Do not answer the question if it is not clear or ambiguous (e.g. "What is the best?")
D. Do not answer the question if it is not clear or ambiguous (e.g. "What is the best?")	E. Do not answer the question if it is not clear or ambiguous (e.g. "What is the best?")	F. Do not answer the question if it is not clear or ambiguous (e.g. "What is the best?")

Page 10

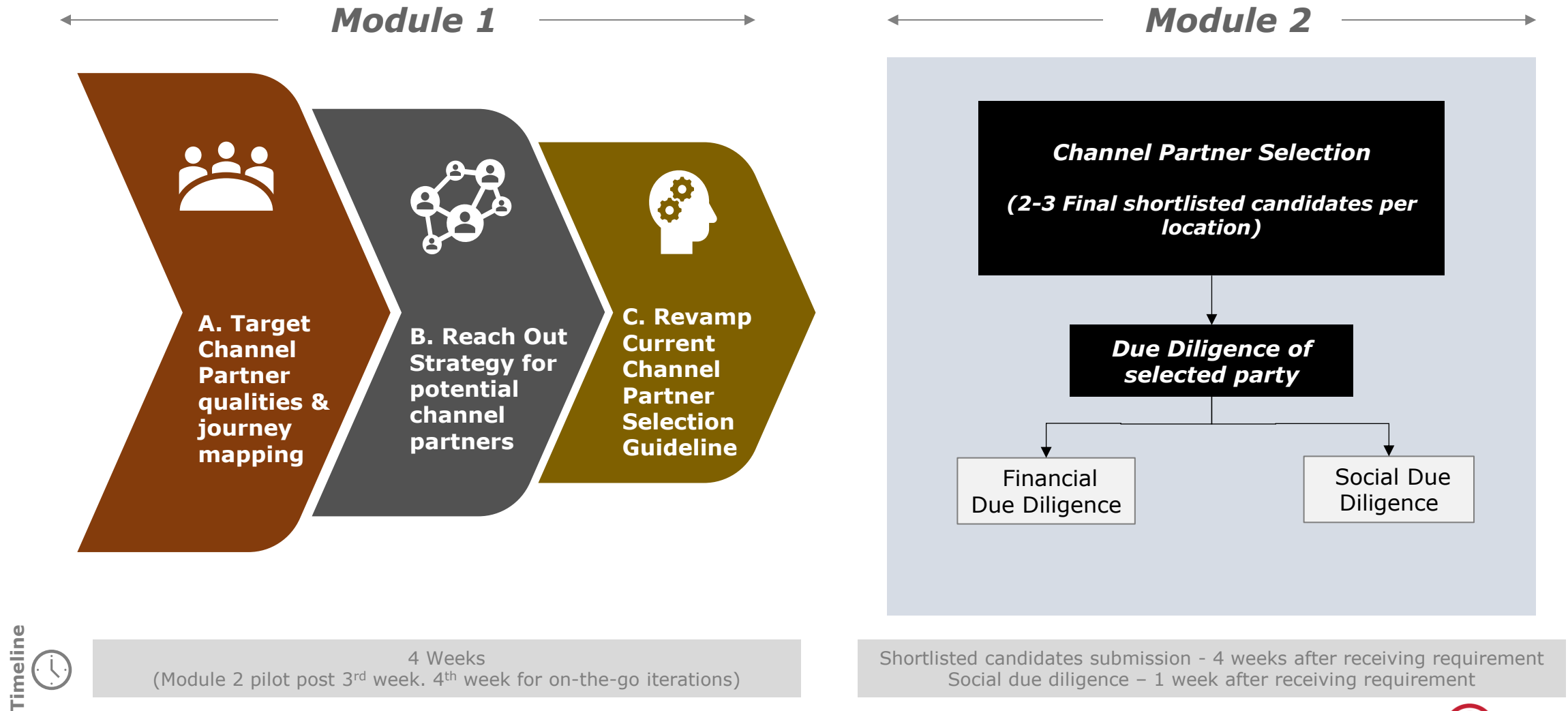
Section 10:
Other Matters

Below follow the rules to mark highlights and not an exception to the policy

Professional Obligations	Regulatory Obligations	Sales Policies	Learning Objectives
A. Do not answer the question if it is not clear or ambiguous (e.g. "What is the best?")	B. Do not answer the question if it is not clear or ambiguous (e.g. "What is the best?")	C. Do not answer the question if it is not clear or ambiguous (e.g. "What is the best?")	D. Do not answer the question if it is not clear or ambiguous (e.g. "What is the best?")

Performance Improvement – Channel Partner Selection Framework

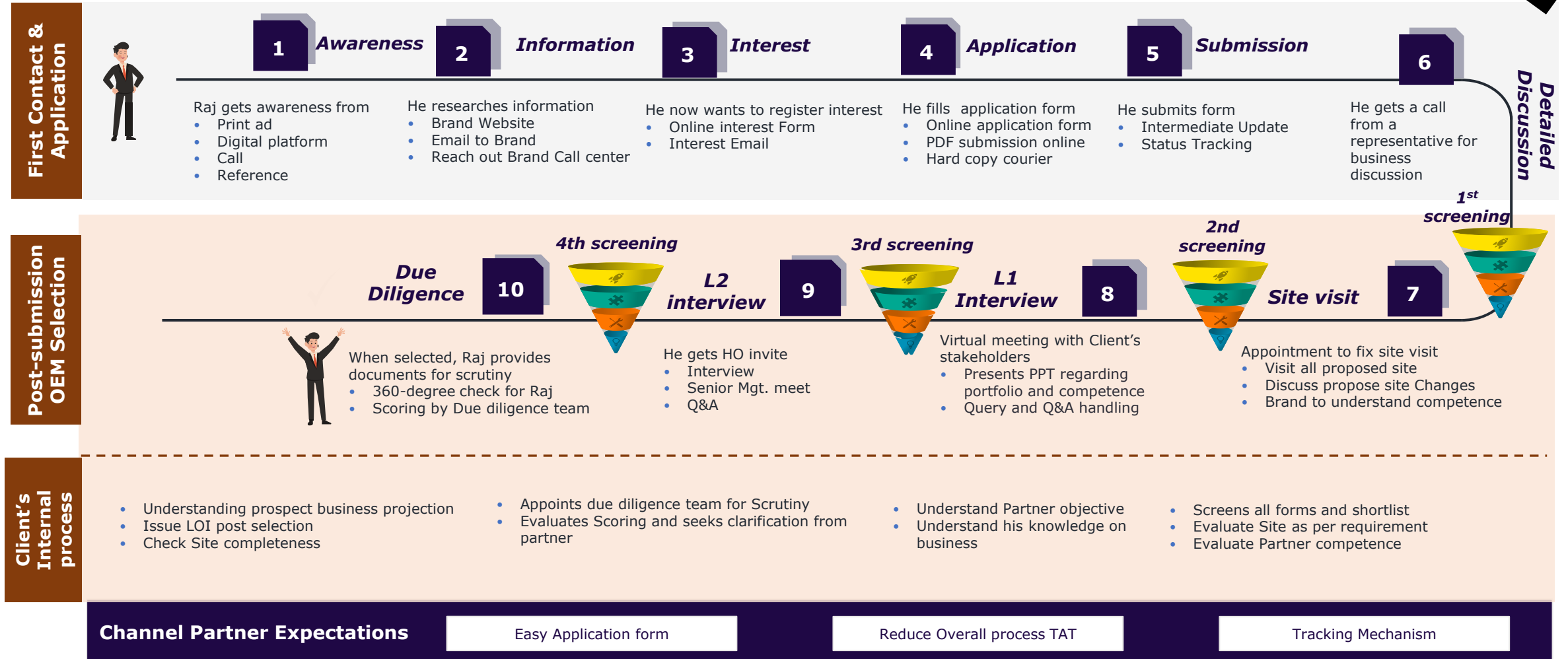
The support framework is divided into two Modules



Performance Improvement – Channel Partner Selection Process (1/2)

Channel partner prospect touchpoints through his/her application process

Illustrative



Performance Improvement – Channel Partner Selection Process (2/2)

Criteria Matrix for input into Balance Scorecard (BSC) evaluations

Weighted score

- ▶ Comparison matrix to arrive at weighted score for each parameter
- ▶ Assigning 0,1 weights to each parameter w.r.t. priority against the other

Key considerations

Cultural Fitness with Client



Past Business Experience

Investment & Infra Evaluation



Illustrative

Pre-qualification Criteria				
A	Application	Investment plan for proposed	More than 4 Cr	Yes
B	Application	Proposed Debt to Equity Ratio	Less than 2.2	Yes
C	Application	Proposed firm type for partner	Other	Yes
In case of existing business				
D	Application	Existing business Debt to Equity	Less than 3	Yes

S. No.	Application/Interview	Evaluation parameter	Criterion	Score	Max Score	Weights
1		Basic profile		11	19	15
1.1	Application	Age	Below 30	1	3	1
1.2	Application	Do you run any business currently	Yes	2	2	2
1.3	Application	Highest Degree of Education	Graduate/ Post Graduate	2	2	1
1.4	Application	Net worth (Current FY- INR Cr)	Less than 4 Cr	1	3	4
1.5	Application	Turnover (Current FY- INR Cr)	Less than 10 Cr	1	3	1
1.6	Application	Age of existing business (Year)	More than 5	3	3	3
1.7	Application	Existing business/work/experience	Others	1	3	2

1 Applicant Name: Siddharth Nagaria

2 Application number: NAJIWQ7MCKFF

3 Location Applied: Jhansi

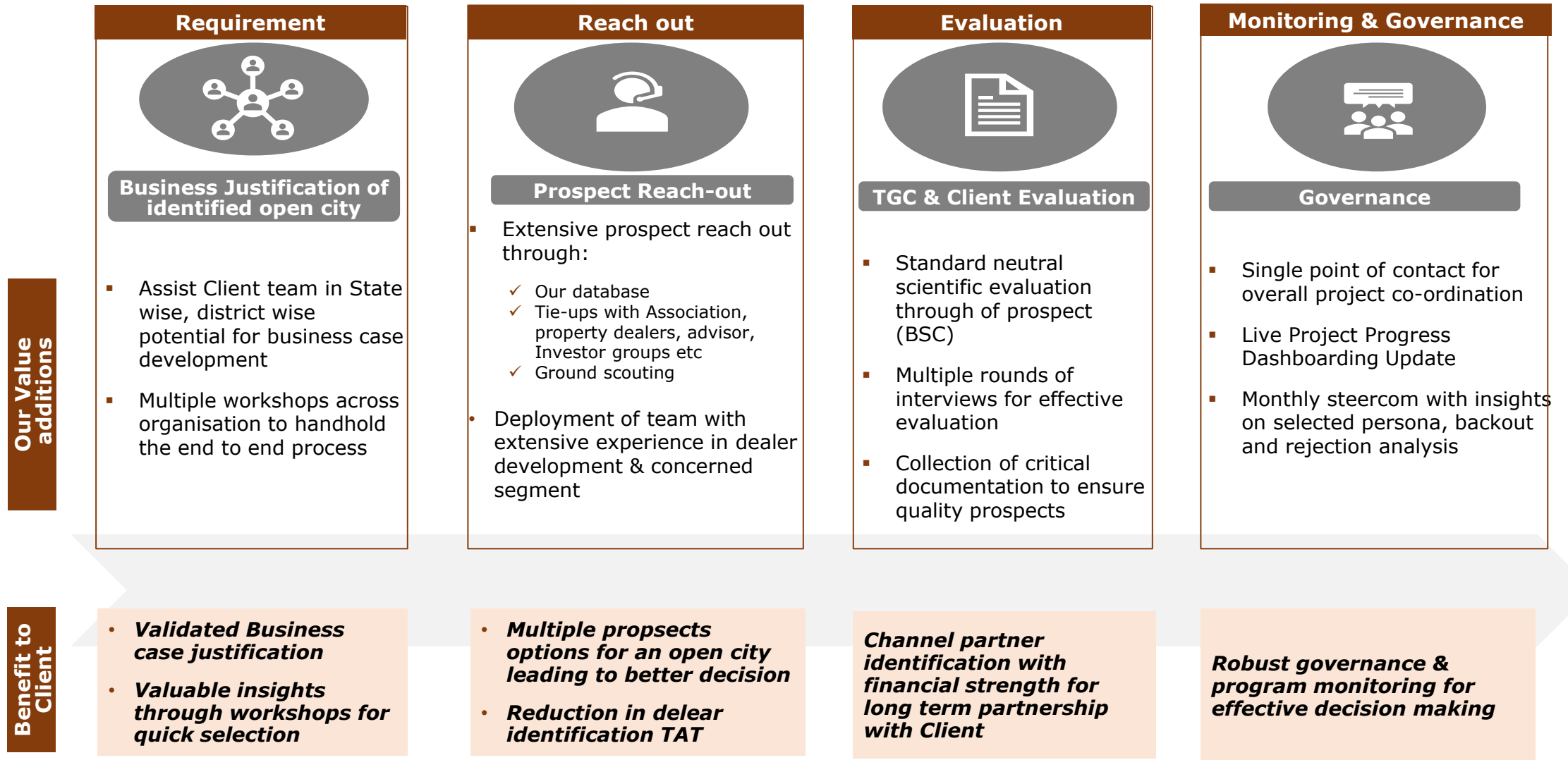
4 Pre qualification: Qualified Qualified

5 Phase 1 Evaluation: Qualified 67% % Marks

6 Phase 2 Evaluation: Qualified 82% % Marks

7 Total Score Preference 2 76%

Our Value Proposition in Channel Partner Selection Journey



To discuss further, please feel free to connect at:



☎ : +91 94170 00318

✉ : contact@tgconsulting.co.in

Chandigarh | Gurugram