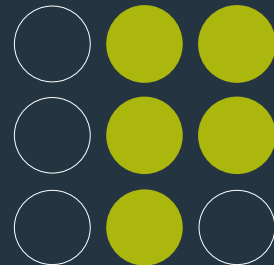


The Growth Catalyst

Corporate Credentials
Prastut Consulting Pvt. Ltd.
Year 2025



Founded
in 1998

+200 years
Intellectual
capital

+1000
Actionable
Reports

EVERY DAY...

We work harder, we delve deeper to deliver more actionable insights for you, our client.

EACH CLIENT...

Is treated like they are our favorite client as we aim to deliver above their expectations.

ABOUT US

HEALTH, HEALTH TECH & PHARMA

We are a market research-based strategic consulting company

helping brands grow for over 25 years, delivering perceptive end-to-end research and extracting precise insights all through a highly committed and responsive client service.



We believe in Perceptive, Knowledge Extraction

Amantra. A mission. A guiding star.

For quick-turnaround market scaping and insights, we bring together our pool of knowledge and experience, the vast reach that we have built across geographies (Rural and Urban markets), and consumer cohorts and our ground-level market reality check to provide conclusive evidence for business decision making.

- ❖ We are known for designing new, transparent, and user-friendly methods of data collection, using a customized research model for every individual project, and delivering senior-level attention throughout every phase of our clients' projects. Prastut empowers its clients with the intelligence that they need quickly, clearly in actionable form, and at a highly competitive cost.
- ❖ Over the course of its journey Prastut has evolved to effectively decode, validate and interpret the highly complex and diverse multicultural and multilingual socio-economic space of India. Prastut has been recognized amongst its clients for its perseverance, passion, and competence to penetrate deep into the socio-cultural labyrinth to find answers, causes, and hidden trends.
- ❖ Prastut's DNA is centered around confidentiality, the neutrality of viewpoints, and accuracy of performance which has made it the preferred choice for unique corporate brand assessment, new product development, and governmental and social projects.

The Leadership Team

Decades of experience. Passion by the bucketload. A willingness to do whatever it takes to deliver the perfect solution.

Prastut is among the industry leaders with diverse domain experience. The Prastut team has worked with more than 100 clients across multiple sectors.



Sangeeta Agrawal
Founder & Director

The company was founded in 1998 and is headed by Sangeeta Agrawal: (Founder Director) IIM-Ahmedabad.

Sangeeta is a business focused professional, having extensive experience in market research, consulting and academia. Her professional career spans across 30-plus years of experience in market and consumer research, business intelligence, market entry strategy and business performance turnaround.



Pradeep Agrawal
Director, CCTO, CFO

Pradeep brings with him decades of experience with Technology and Data. Pradeep is a production person at heart – A Mechanical Engineer from NIT, Rourkela followed by a Post Graduate from IIT –Delhi. Pradeep has a deep sense of business acumen which has been honed at the family business during his 25 year tenure as a Director at Coirfoam India Pvt. Ltd.

At Prastut since last 10 years, Pradeep has been at the forefront of Technology innovations.

The Leadership Team



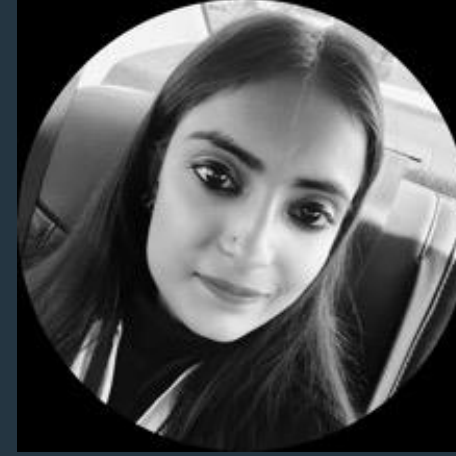
Binay Singh
Chief Research
Officer

Binay has led and delivered challenging projects to the utmost satisfaction of the client. Binay is connected with the Operations teams, Data teams and Top Management to cohesively integrate and deliver projects to the client's delight.



Jai Prakash Yadav
Manager Data Operations

Jaiprakash manages the Prastut team of analysts, researchers and field investigators and support staff. He is the vital link between the Operations Teams and the On-Ground teams



Tanisha Sharma
Senior Researcher
Brand, CSAT, NPS

With her amazing journey of 3 years in the organization she has the ability to direct individual accomplishments towards organizational objectives. She is inquisitive about customer's behavior and expert in the client handling with patience. She also contributes in query resolving and managing new projects.

The Leadership Team



Neha Thakur
Consultant

Neha leads the development and implementation of studies focused on social impact, specifically aimed at enhancing women and child health and driving social and behavioural change initiatives.

With over a decade of experience in the field, she is adept at crafting research strategies that yield valuable insights. Through her work, Neha aims to create meaningful improvements in the lives of mothers



Prince Thakur
Lead Survey Statistician

Prince helps to develop robust statistical methodologies to ensure the validity and reliability of survey results, guiding the research team in data collection and interpretation.

Additionally, he provides inputs on sampling techniques and data analysis, ensuring that findings are accurately represented and actionable.



Pravin Kumar
Operations Manager

Pravin is responsible for streamlining processes to ensure efficient project execution and resource allocation.

He oversees day-to-day operations, monitors project timelines and budgets to optimize performance and address any issues that arise.

TRUSTED BY GLOBAL BRANDS



WE CAN ASSIST YOU

Through Our Solutions

We provide breakthrough Insights for your actionable initiatives

Putting over 25 years of experience into practice.

Primary Research

Qualitative and Quantitative Research for

- Brand Health Assessment
- CSAT and NPS
- Holistic U&A Assessment
- Product and Positioning Development
- Communication Testing
- Target Segment Identification
- Consumer Behaviour change
- Impact Assessment for Socio-Economic projects

Advanced Analytics

- Descriptive Analytics
- Predictive Analytics
- Prescriptive Analytics

Market Intelligence

- Business and Secondary research
- Competitor Benchmarking
- Industry monitoring & profiling
- Country Socio-Political-Economic Assessment Report for New Investment
- Evaluating Go-To-Market strategies
- Channel assessment, Supply chain efficacy
- Price Tracking

Business Advisory

- Quick market scan and concept testing through “Extractor” Tool
- Evaluate scale up potential of start-ups
- 3-month Accelerator program for growth and strategy
- Public Policy Research

OUR KEY VERTICALS

We work with the complete Retail ecosystem, including Indian and international Retail Majors across product segments and formats, E-commerce Marketplaces, D2C brands, Vertical Specialists, Real Estate companies, Technology enablers, Vendor Partners, Think tanks & Investors.

RETAIL & ECOMMERCE

CONSUMER GOODS

AGRI, DAIRY & FOOD
PROCESSING

INFRASTRUCTURE,
INDUSTRY &
AUTOMOTIVE

HEALTH, HEALTH TECH &
PHARMA

SOCIAL & DEVELOPMENT
SECTOR

EDUCATION

BFSI

- Omnichannel Retail
- Fashion and Lifestyle Retail
- Hyper-mart Retail
- Cash and Carry Retail B2B
- Luxury Retail
- Travel Retail
- On-Line Shopping
- Mobile Wallets



All categories of Merchandise Household consumptions and that comprise Food and Non-Food FMCG, Consumer Durables & Appliances, Fashion & Lifestyle, Consumer Electronics, Home & Building Materials are included in our scope of work. We work with market leaders, category champions, niche brands, investors and start-ups in this space.

RETAIL & ECOMMERCE

CONSUMER GOODS

AGRI, DAIRY & FOOD
PROCESSING

INFRASTRUCTURE,
INDUSTRY &
AUTOMOTIVE

HEALTH, HEALTH TECH &
PHARMA

SOCIAL & DEVELOPMENT
SECTOR

EDUCATION

BFSI

- Consumer Durables, Electronics
- Mobile Phones
- Consumer Non-Durables
- Personal Care, Grooming, Beauty, and Cosmetics
- Mother and Baby care products
- Kitchen Appliances, Cookware, Tableware, Serve ware,
- Home Care, Furniture
- Pet Care
- Home Tech



We work with the complete value-chain of Packaged Foods –from farm to the plate, both B2C and B2B markets. Clients include Indian and international food companies, niche brands, new entrants, and investors. We also assist in all areas involving farm to fork supply chain and that includes Near Farm Infrastructure, Storage & Logistics, Food & Grocery Distribution, Retail, Market Linkages, and Agritech.

RETAIL & ECOMMERCE

CONSUMER GOODS

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PROCESSING**

INFRASTRUCTURE,
INDUSTRY &
AUTOMOTIVE

HEALTH, HEALTH TECH &
PHARMA

SOCIAL & DEVELOPMENT
SECTOR

EDUCATION

BFSI

Agri, Dairy, and Food Processing

- Food & Beverages
- Food Start-Ups
- RTE foods
- QSR chains
- Cooking Oils, Rice, and Spices
- Health and Immunity Building Food
- Milk, Value Added Milk Products
- Gourmet Food Items
- Agriculture markets, Mandis, Supply Chain



We work with the infrastructure sector, industrial sector, agricultural sector, domestic consumers, social sector, government organizations (Centre and State ministries), international agencies for energy sector-related research

RETAIL & ECOMMERCE

CONSUMER GOODS

AGRI, DAIRY & FOOD
PROCESSING

**INFRASTRUCTURE,
INDUSTRY &
AUTOMOTIVE**

HEALTH, HEALTH TECH &
PHARMA

SOCIAL & DEVELOPMENT
SECTOR

EDUCATION

BFSI

**Infrastructure, Industry,
Automotive**

- Power
- Energy
- Transport
- Real Estate
- Wood and Wood based
- Telecommunications
- MSME
- Industry Reports
- AUTOMOTIVE– HCV, LCV, Tractors, Passenger Vehicles, Two Wheelers, Cab Services



Our specific marketing research tools are designed to help and improve all stages & processes of healthcare businesses, from strategy building to improving operational efficiencies.

RETAIL & ECOMMERCE

CONSUMER GOODS

AGRI, DAIRY & FOOD
PROCESSING

INFRASTRUCTURE,
INDUSTRY &
AUTOMOTIVE

**HEALTH, HEALTH TECH &
PHARMA**

SOCIAL & DEVELOPMENT
SECTOR

EDUCATION

BFSI

Pharma and Healthcare

- Health Tech
- Tele Medicine
- Online Pharmacy
- Pharmaceutical Companies
- Corporate Hospital Chains
- Dental Chains
- Fitness Chains
- Sports, Yoga, Nutrition



We work with the social sector, government organizations (Centre and State ministries), international agencies, and private and corporate foundations toward driving transformations that have a scalable social impact.

RETAIL & ECOMMERCE

CONSUMER GOODS

AGRI, DAIRY & FOOD
PROCESSING

INFRASTRUCTURE,
INDUSTRY &
AUTOMOTIVE

HEALTH, HEALTH TECH &
PHARMA

**SOCIAL & DEVELOPMENT
SECTOR**

EDUCATION & CAREER

BFSI

Social and Development Sector

- Industry Associations /Not-for-Profit
- Women Livelihood and Empowerment
- Early Childcare Care and Education
- Environment
- Health, Nutrition, Sanitation
- Corporate Social Responsibility
- International Networks



We provide a Third Party Assessment of School Market Feasibility for Investors School Brand and Parent Satisfaction for Operational Schools through Primary Research-based Consulting Solutions.

Prastut K12 Advisory provides a data-driven analysis of the school market Feasibility, suggests configuration of Pricing, Curriculum, and enrolment at a given location and whether a school chain would work out for a given market.

Our studies have been instrumental in the setting up of some of the successful international chains in the Indian market today.

Education and Career

- K 12 schools
- Pre Schools
- University Education
- Online learning
- Ed Tech

RETAIL & ECOMMERCE

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HEALTH, HEALTH TECH &
PHARMA

SOCIAL & DEVELOPMENT
SECTOR

EDUCATION & CAREER

BFSI



Our specific marketing research tools are designed to help and improve all stages & processes of healthcare businesses, from strategy building to improving operational efficiencies.

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SOCIAL & DEVELOPMENT
SECTOR

EDUCATION & CAREER

BFSI

BFSI

- Vehicle & Health Insurance
- Financial Services
- Micro Finance
- Retail Banking
- Mutual Funds
- Investment Funds
- FinTech



Thought Leadership through Podcast Series

"Hum Prastut Hain"

for Industry insights



Presents



हम Prastut हैं

Podcasts

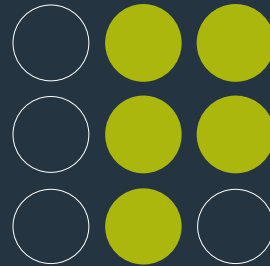
With

**Sangeeta
Agrawal**

Tune into : www.prastut.com



The Growth Catalyst



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