



I have been a strategy advisory consultant for over two decades, working with TCS, PwC, KPMG, GE Capital and Accenture.

I help clients develop growth strategy through new products/services and market entry initiatives; and execute through change management and program management.

# **CORPORATE PLANNING**

## **CLIENT : INDIAN NEWS MEDIA GROUP**

### **Background/Context**

The client was one of India's oldest print media groups. Starting with a single masthead, in the previous decade it had added special interest newspapers and magazines, as well as regional language brands in newspapers and magazines, and was a first-mover in online news media.

### **Approach/Process**

1. Analyzed the media macro-environment
2. Mapped the strengths and weaknesses of the client's brands, and suggested brand-specific marketing strategies
3. Assessed organization's current headcount and capabilities and identified development areas
4. Designed a new organization structure with reporting, roles, responsibilities
5. Identified changes to key functional areas to support growth strategy.

### **Issue/Need**

The range of products (mastheads) had outstripped the organization's ability to manage, leading to uneven circulation growth and low profitability. The management wished to develop an integrated strategy that would achieve competitive success and financial stability.

### **Delivered**

- Strategy to achieve mission and reach corporate objectives
- Structure to deliver results
- Key systems revamp