

**About Client:** Client is a leading investment bank having interests in multiple industries across regions

**Client situation:** Client was invested in a few industries in India and South East Asia. At the same time it had a few industries on its watch-list. It was interested in tracking all the interest industries regularly

**What we did:** Our solution had following elements:

- Preparation of table of contents for industries on watchlist and industries invested in. Industries invested in had a detailed profile as compared to one on the watch-list
- Following were covered as part of industry profiles
  - Amount of funding and trends
  - Key companies
  - Industry growth rates
  - PESTLE, SWOT, Porter's 5 forces etc.
  - Key developments
  - Risks
  - Future trend

#### **Outcome**

- Industry profile formed a part of investor communications
- Industry profile statistics were used to reprioritize allocation of funds and make fresh investments in key strategic markets