

COMPANY PROFILE



Core Team



Smt. Poonam Mansingh

Co-Founder & Director

Mrs. Poonam Mansingh was born in Kanpur. She comes from a family of doctors. She did her B.A. & B.Ed from “University of Kanpur”. After having invested good 18 years into teaching and educational consulting she stepped into the Corporate World and Co-Founded Aayom Group in 2006. Apart from this she has dedicated herself to serving the poor people in all possible ways. Focusing majorly on women & children by encouraging them and providing them with various training and development programs which would help them grow.



Shri. Sharat Mansingh

Co-Founder & Director

He comes from the “First Family of District Headquarters, Fatehpur”. His family has been blessed with imminent members who have been conferred with Rai Saahab and Padmashree. He did his Schooling from Fatehpur & his Graduation & Post Graduation in Commerce stream from “The University of Allahabad” in the year 1974.

He has been into public welfare for years along with having more than 40 years of rich experience of Mechanical (Automobile) consulting and being a part of few of the educational institutions. He Co-Founded Aayom Group in 2006. Apart from this he decided to devote himself for the upbringing of the society by adding values to it and rendering a helping and supporting hand to the needy and poor.



Antila Mansingh

Director

A B.Tech from MIT with a flair for writing and a brain attracted to technology. She carries a rich experience of 11+ years, having a blend of technology and Fashion. She started her carrier in technology and continued the same for 7 years. She came on board in Aayom Group in 2011 and is responsible for strategic planning, policy making and maintaining organizational effectiveness. She also manages the administrative functions of the organization to ensure smooth and efficient operations. She also maintains awareness of the external and internal competitive landscape & opportunities for expansion in the market and new industry development.



Prerit Mansingh

Director

Prerit Mansingh is an accomplished professional with vast experience in several areas, such as training & development, educational consultancy, strategy planning, retail business development, sales and marketing, consulting, career counselling, head-hunting, technical & non-technical business development, client relationship & servicing, account management, and team management, strategic expansions, mergers & acquisition.

Furthermore, Prerit has served as a consultant to multiple corporations, coaching & guiding them in establishing positive relationships with clients to generate business and achieve corporate objectives. Prerit has excellent planning and strategy skills with a proven track record in creating marketing plans, promoting brand and conducting successful product launches. He has also established primary and secondary networks for his clients.

He is an analytical thinker who can solve problems and manage the organization effectively. He has helped many start-ups reach heights with his able guidance and business acumen. During his corporate career, Prerit has also emerged as an accomplished trainer in various areas, such as business communication & etiquette, sales and negotiation skills, motivational training, voice and accent, team building, and coaching & mentoring.



Nitika Dhiman

Vice President - Projects

Nitika is a technology enthusiast who has a Bachelor's Degree in Computer Applications. She started her professional journey as a Sales officer in 2015 and has since gained considerable experience in Project Management. Nitika is responsible for overseeing the projects entrusted to Aayom by our clients, and she takes pride in delivering successful outcomes that exceed client expectations. With her extensive Market Research experience, Nitika has proven to be a valuable asset. She is actively involved in developing plans and strategies that help our clients achieve their goals. Nitika's core competencies lie in project implementation and planning, which she executes with utmost diligence and attention to detail.

Who We Are

Aayom Business Solutions, a unit of Aayom Corporate Solutions Pvt. Ltd. was formed in '2006'

Aayom Business Solutions is a leading business process improvement and management consulting firm, helping organizations to be significantly more efficient, effective and financially profitable.

We provide best practices business optimization solutions to implement address process, technology & organizational improvements.

We work with start-up founders and CEOs collaboratively, applying our expertise and offering guidance in all aspects of building a business—from formulating strategy and developing business models, to crafting value propositions and optimizing pricing, to digitally transforming a business, to name a few. Our work is influencing the strategies, products, and success stories of startups across a wide range of industries.

Aayom facilitates, enhanced competitiveness through multi-faceted interventions leading to Business Improvement through consulting, people, process and operational assessments & benchmarking.

Our panel of consultants carries significant expertise in various industries which helps us to offer our customers foremost quality of expertise together with extensive experience of industry practices. Our consultants have substantial track record of executing major consulting assignments involving organization wide deployment, multi geography, and on the advisory mode for continuous process improvement.



Our Services



STARTUP SERVICES

Startup Growth

We provide guidance in tackling various business challenges, addressing strategic problems, and bringing entrepreneurs and startups to greater heights. We help entrepreneurs and innovators, early stage startups and incubators to launch new businesses, enter new markets, commercialize breakthrough ideas, or simply to think “bigger”.

Practical Startup Consultancy

Over the years we have built a pool of tools that can help us facilitate your entrepreneurial curiosity and creativity by providing tailored mentoring and practical hands-on consultancy.

Launching and leading a startup successfully requires a unique leadership toolset, and to regularly maneuver between two valuable resources, time and money, where every decision creates a thread of dynamics, it might put you on the right track, or swipe you away and force you to change course later on.

Learning and understanding what are the opportunities, where and when to double down and when to move cautiously or back off is a skill that is developed through hard work and experience.

Entrepreneurial Facilitation

Aayom has built up expertise through more than 10 years of experience and knowledge acquisition in a number of entrepreneurial startup related areas; amongst others we specialize in business planning, strategic planning, design strategy, marketing strategy, project management, product strategy and financial planning and management.

Business Plan & Startup Strategy

We give one on one expert opinion and consultancy to entrepreneurs, review or walk you through crafting a business plan by evaluating your mission, help you conduct market analysis, financial forecast, competition benchmarking, estimate capital needs, product roadmap, services, management and operational plans and advise on what are the best marketing and sales channels for you.

Growth Hackers

We develop individualized solutions for startups and high paced organizations and use a lean process to drive results quicker with less spend. Our startup methodology is data-driven, analytical and focused on results. We can guide your startup in starting and running a successful growth hacking process and to help your teams execute growth oriented activities.

Business Incorporation

We ease out the process of Incorporation of your business. Aayom takes on the burden of lengthy paperwork & visits to Govt. offices for incorporating your business, so that you can focus on your core business

Legal & Compliance Services

We have a team of Financial & Legal Experts take care of your organizations legal compliances, tax compliances, & compliance of Governance, Standards, Policies, Rules & Laws.

Fund Raising

Raising Funds for Startups is our specialty. Our strong networking with VC's Accelerators, Angel funds, HNIs, etc. allows us to raise funds for our clients with ease. We help startups prepare an "Investor Pitch" for raising funds and also guide them on what kind of funds can be raised; such as Angel, Seed, Series A/B funding from a VC firm or debt funding. We also assist in necessary negotiations between two parties while drafting the share purchase agreements.

Taxation Services

Aayom provides efficient, expert and cost effective tax solutions to startups in every field. Our basic services include advice on all tax related issues and tax planning. We also offer a host of specially designed services to cater to the unique needs of Startups. Our mission is to provide the highest quality services.

Management Consulting

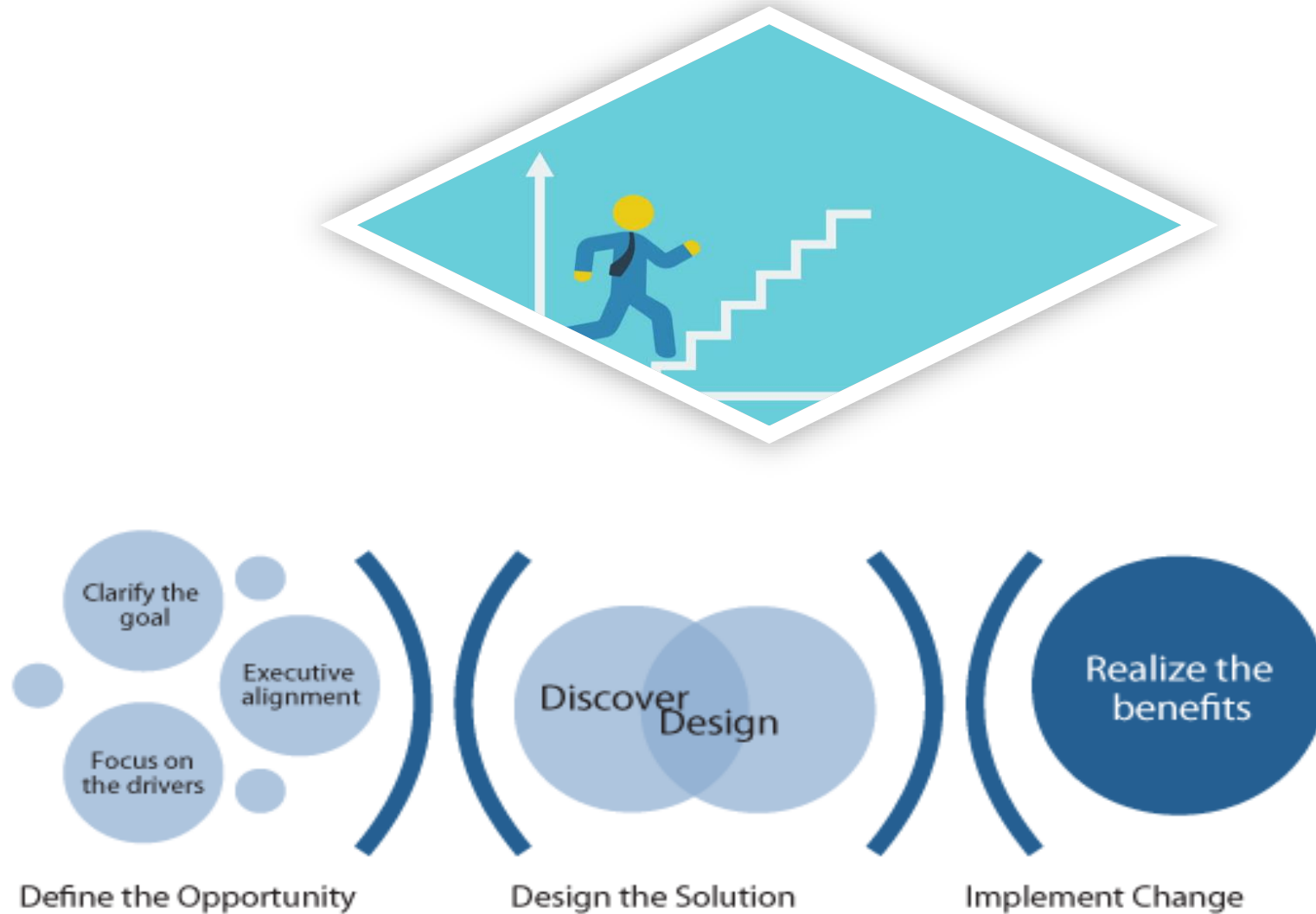


Aayom is a trusted consulting partner to organizations of all sizes from small to start-ups to large Organizations.

Aayom works with organizations across various industries, for enterprise-wide deployment of process improvement and quality initiatives using various models like ISO Management System, Lean Six Sigma, Project Management from PMI, Risk Management, HSE to name a few.

Aayom has designed its offerings, to help organizations align their strategic objectives with day-to-day business and operational goals. Our services aid companies to reduce cycle time, increase productivity and improve quality of service delivery and processes.

CONSULTING APPROACH



BUSINESS STRATEGY DEVELOPMENT ALIGNMENT AND IMPLEMENTATION

At Aayom we know that while a good strategy is vital, implementation is what counts. Through a fine balance of research and client collaboration we assist clients to make good strategic choices.

Our strategy development process allows clients to understand their business environment, confirm their business purpose, review current operations and to create an implementable and aligned plan for the future. Every strategy development or planning process is both engaging and efficient and always ends with a plan and an offer of support to drive the implementation of the newly created strategic plan.

The outcome is an updated strategy with broad buy-in for immediate adoption.



PROCESS DESIGN, DEVELOPMENT AND IMPLEMENTATION

Utilising its knowledge of a broad range of operational environments, system applications and process optimisation, Aayom is able to assist clients to establish new operational capabilities through the design and development of new processes, procedures, structures and operating models, as part of its Business Development Services which focus on business process definition and business process design. Not only is Aayom able to ensure processes efficiency from the outset, we are also able to assist with determining the roles and resource requirements (human resource planning) for the processes/operations, based on the anticipated process activities and work volumes.

The outcome is implemented and functioning processes and structures for new operations.

Key skills required to deliver this service include business architecture, operating model design and business process engineering.



PROCESS DOCUMENTATION AND STANDARDISATION

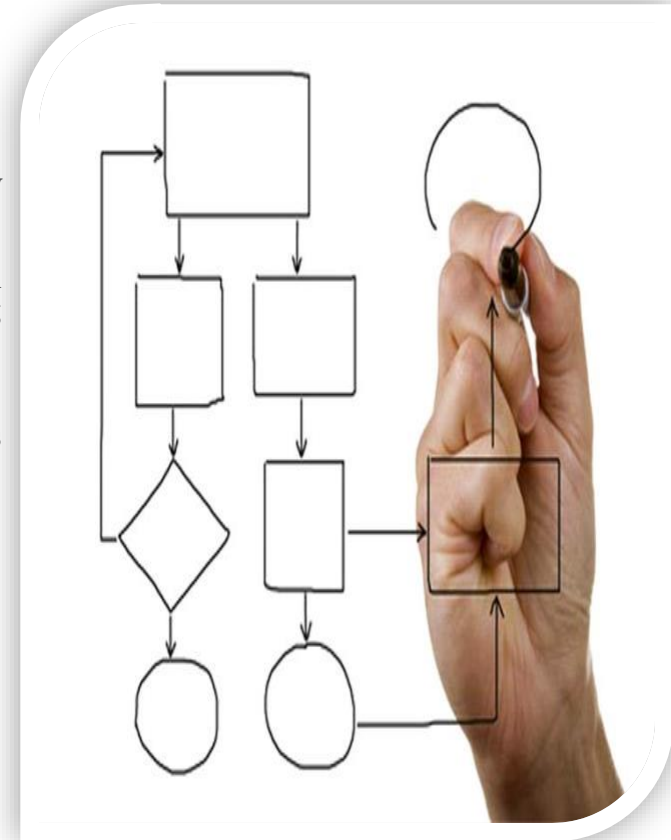
Whilst many organizations have invested effort and cost over time in documenting processes and SOP's, the information (particularly the process information) is often non-value adding for the reasons that it is often:

- Out of date – often done for a past project
- Incomplete – only certain areas documented
- Not shared - only accessible to the authors who created the documentation
- Not standardized – documented using different tools and standards, only understood by the authors who created the documentation

Aayom specializes in assisting organizations to document their full business process scope, from management processes for controlling the business, to the core operational processes for executing the core activities of the company, and then to the support processes that keep the operations functioning smoothly.

The approach followed by Aayom is focused on building a central process repository that addresses the above issues and serves the needs of multiple stakeholders in the company, such as:

- Risk
- Compliance
- HR – Job Design and Evaluation
- Training
- Systems
- Process and Operational Improvement



In order to ensure the success of these projects, Aayom provides the following core assistance:

- Developing the documentation standards to be followed, so as to ensure that all processes have the same look and feel, are decomposed using the same levels and level of detail, and that the processes are easily understood and locatable
- Guidance in terms of ensuring that the process repository serves the needs of the broad range of stakeholders and so gains broad support via providing the planned benefits
- Guidance in terms of the measures, structures and support processes required to ensure that the process repository becomes an ongoing value adding facility
- Providing a team of experienced resources to assist with implementing a first phase of the repository so that the value of the facility can be demonstrated early on in order to gain broad buy-in for full implementation
- Training of client resources who will maintain the repository on an ongoing basis

The outcome is an established BPM (business process management) capability comprising a repository of all process flow diagram / process flow chart and operational information that ensures standardization of processes, and enables improvements in the areas of risk and compliance monitoring, training, job evaluation and operational effectiveness.

Key skills required to deliver this service include identifying every process flow diagram required, and the related process mapping / process documentation.



PROCESS IMPROVEMENT AND OPTIMISATION

Based on numerous projects where Aayom has assisted clients with their Improvement and Optimisation initiatives, Aayom has developed its own approach, which comprises 4 key elements for achieving optimised operations and ongoing continuous improvement:

- Business Process Improvement and Business Process Reengineering (BPR)
- Workforce Management
- Workforce Alignment
- Performance Management

Process Improvement / Process Reengineering

This element is focused on the improvement and optimization of business process efficiency through the elimination of waste and inefficiencies, and is based strongly on LEAN Six Sigma and business process analysis.

Workforce Management

This element focuses on improving the performance of a process by raising workforce productivity through focused management and scheduling. The key elements of this are:

- Determining the relationship between workloads and staffing requirements
- Capacity planning - determining optimal operational staffing levels and organizational structures
- Forecasting workloads and scheduling staff accordingly
- Monitoring and management of workforce production to the set performance targets
- Manager, Supervisor, Team Leader coaching in monitoring and managing their areas to ensure the optimum balance between costs, quality and service levels.



Organizational Alignment

Critical to process performance is having the right skills for executing the required work. This element focuses on aligning workforce skills and experience with the process requirements. It involves comprehensive job analysis and design, supported by an independent assessment methodology that assesses staff competency, ability and personality.

Performance Management

This element focuses on implementing a process focused dashboard that enables management to monitor how an operation is performing in terms of the cost, quality and customer service targets of the processes. Processes that are underperforming are then addressed using the other three elements, in order to bring them back on line with the set targets. Implementation of this element focuses on establishing the dashboards and embedding the processes for the continuous monitoring of process performance and taking corrective action to address any non-conformances.

The outcome of Rethink's Operations Improvement and Optimization assistance is reduced costs, errors and processing times, and hence improved profitability, service, quality and human resource planning.



STAFF AUGMENTATION

- ✓ Our high-end services provide our valued clients with cost effective solutions to increase and expand their performance-oriented staff.
- ✓ Our IT and Non-IT staff augmentation services can address your special and seasonal demands, helping you minimize the cost involved on hiring permanent / temporary / contractual employees.
- ✓ We provide you with qualified and experienced personnel suitable for your requirements.

Staff Augmentation Services

- ✓ Permanent placements
- ✓ Contracting
- ✓ Temping
- ✓ Staffing
- ✓ Off-loading, etc.



IT CONSULTING

Strategic IT Consulting Services Give You a Winning Advantage

As one of the leading information technology consulting firms, Aayom delivers tailored IT consultancy services and business IT support to organizations of any size. With Aayom as your partner, we can help lead your organization forward with highly effective IT strategies and implement innovative solutions with our IT consultancy services.

IT Consulting Services Free Up Valuable Time for Your Business

Like many of our customers, information technology is probably not your core business. Trying to solve all your IT challenges internally can become costly and distracting while other aspects of your business could suffer. Leveraging knowledgeable IT consulting firms like Aayom helps your business remain secure and efficient without taking up valuable work time. As one of the top IT consulting firms, Aayom empowers your business to start winning at IT.

IT Assessments

Our information technology assessments help you gain a better understanding of your IT environment to support your key business goals and objectives.



IT Strategy & Planning

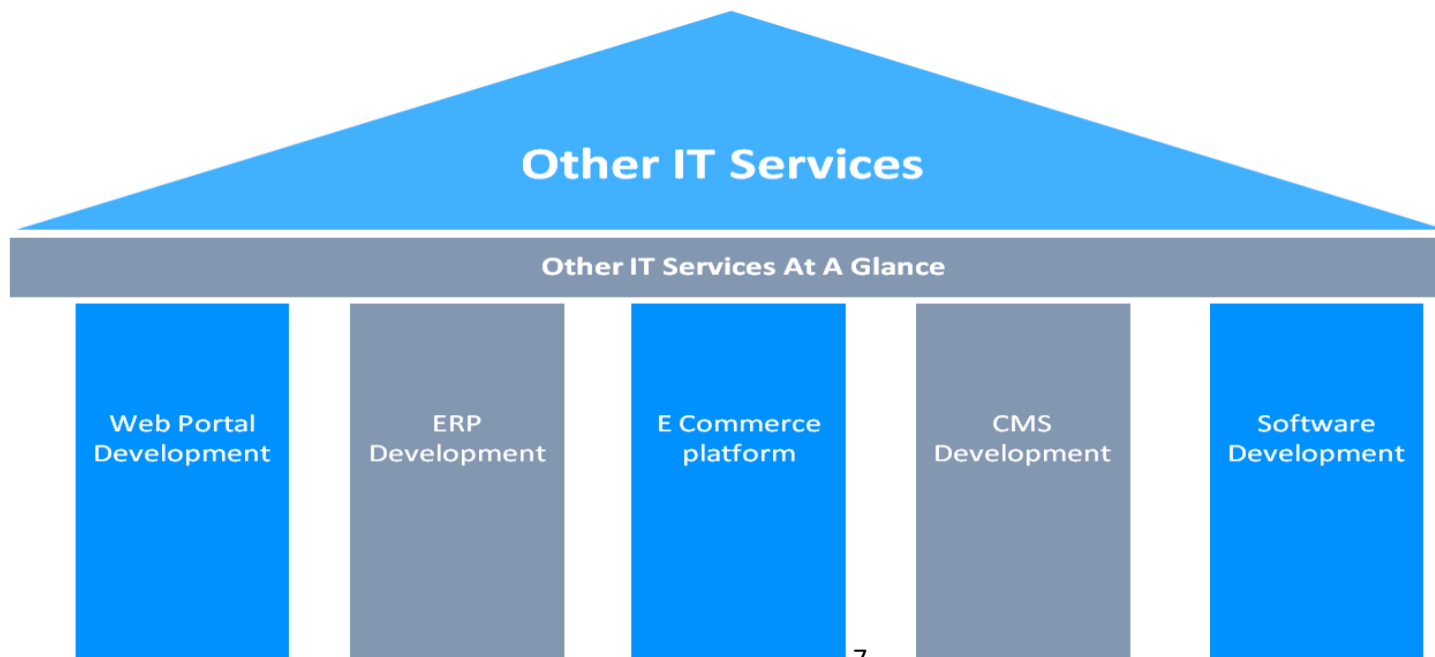
Our dedicated team of technical experts, work with you to develop an IT strategy to ensure your technology decisions meet your business needs.

Business Continuity & Disaster Recovery

We help you devise a business continuity plan to keep your critical systems and processes safe while providing you with peace of mind.

Governance, Risk, & Compliance

We work with you to assess, plan, implement, and manage IT frameworks for a successful alignment of infrastructure and organizational strategy.



EVENT MANAGEMENT

The only formula for a flawless execution is meticulous planning, and more meticulous planning.

We at Aayom believe the checklist to be our Holy Grail – getting into the minutest details of a show, be it venues, permissions & licenses to artists or complete on-site management.

Having our roots as a simple corporate event management company in Noida, India we quickly developed our core competency in organizing corporate events in the city. After executing several events for SMEs and MNCs, we ventured into other Metro's of India

Competing with the best corporate event planners in India

Working in the event management industry helped us grow into one of the best corporate event planners who consistently deliver seamless immersive experiences.



Event Management Services

- **Seminars and Conferences**
- **Trade Shows**
- **Executive Retreats and Incentive Programs**
- **Golf Events**
- **Appreciation Events**
- **Company or Organization Milestones**
- **Team Building Events**
- **Product Launch Events**
- **Board Meetings and Shareholder Meetings**

PROJECT MANAGEMENT

Project Management involves planning, organizing and managing project activities required to complete an individual project with predetermined parameters. Aayom applies the necessary skills, tools and proven best practice strategies to help ensure your organization's projects are completed on time and within budget.

Aayom Project Management

Based on industry best practices and our own experience in the field, Aayom's Project Management services ensure that projects are completed efficiently to meet customer expectations. We do this not only by monitoring project milestones as they happen, but also by supporting staff members as they complete project tasks.

Aayom offers extensive Project Management services, including the following:

- **IT Project Management:** IT projects can often be difficult to manage due to the sheer amount of resources involved. Between software and hardware tools, data management and programming, numerous factors affect the success of an IT project. Aayom can provide support during IT project development, offering technical expertise and management, requirements gathering, third-party testing and implementation support.
- **PMO and EPMO Establishment:** Project Management Offices (PMOs) and Enterprise Project Management Offices (EPMOs) serve as key functions within businesses, setting standards and expectations to aid in the management of projects. Aayom offers PMO and EPMO establishment services using industry best practices to help your organization maintain long-term success.
- **Project Management Methodology (PMM) Development:** Establishing a unified methodology for Project Management is a practical first step for consolidating Project Management efforts within a business. By setting expectations and process



Branding & Identity

Nothing is more important to any enterprise than a well-defined brand. A brand is much more than a logo, so we recommend a thorough evaluation of your organization and what it represents, or wishes to represent, before developing a comprehensive brand identity. The brand should influence every aspect of your operation, from your mission and vision to the way your employees conduct business on a day-to-day basis. If you already have an established brand, we will integrate it into all new communications materials, ensuring a consistent communication of who you are, what you do, and what you stand for to all your audiences.

Advertising

Good advertising, like good art, has an emotional impact. Great advertising, on the other hand, has a practical impact as well. It isn't enough to entertain or be noticed. The goal of advertising is to elicit a specific desired response, be it making a purchase, taking an action, or changing an opinion.

At Aayom, we believe that advertising is measured by results, not awards. Of course, we covet recognition from our peers as much as anyone, but we are in the business of creating results for our clients. Our expertise and past performance covers all media, from traditional print, broadcast, and out-of-home, to "new" media including web advertising, podcasts, blogs, and social networking.



Research & Strategic Planning

Market Research – Market research can answer many questions, but often the hardest part is figuring out which questions to ask. Aayom's team of experienced researchers and strategists will help you create a research plan, develop the research tools, execute the plan, and evaluate the results.

Primary or secondary, Quantitative or Qualitative, Focus groups, mall intercepts one-on-ones, online & phone surveys. We've done it all, and we can recommend and execute the right methodology for your unique needs.

- Primary research
- Secondary sources
- Online surveys
- Executive interviews
- Media usage studies
- Competitor profiles
- Labor force reports
- Market trend analysis
- Marketing plans
- Return on investment (ROI) analysis
- Message testing
- Website usability testing



Creative

Every communication challenge is unique...as are the solutions to those challenges. That's where creativity comes in.

We look at every challenge through a prism, where the dual nature of things, guide discovery and creativity. Where objectivity meets the subjective. Where all things rational encounter pure emotion. Where the explicit and implicit collide. Where innovation, imagination, and intuition meet research, analysis, and good old-fashioned hard work.

Results: breakthrough ideas that meet communications challenges and drive real world results. Ideas that will ripple anybody's pond.

- Campaign Development
- TV Commercials
- Billboards
- Posters / Exhibit Materials
- Print Ads
- Radio Spots
- Online Ads
- Brochures

Media Planning & Buying

A wise man once said that the greatest sin an advertisement can commit is to go unnoticed. While this is usually a statement associated with the creativity of an ad, it really doesn't matter how eye-catching and provocative an ad is if it appears in a media vehicle that doesn't reach the desired target audience. Understanding the media consumption patterns of your target allows our team of planners and buyers to execute media campaigns that are timely and cost-effective, but also reach the audience at times and in environments which make them most receptive to your message.

- Online
- Social Networks
- Mobile
- Search Engine Marketing
- Print
- Broadcast
- Transit, Billboards/out of home



LEGAL SERVICES



Aayom offers legal services at all stages of a business cycle, right from the inception of an entity to general corporate matters, guiding companies routinely on their business and legal issues to assisting and advising them in relation to complex transactions. Our panel of Lawyers have well-developed expertise in corporate laws, tax laws, competition laws, regulatory structuring, and commercial understanding of various sectors enables us to handle the complexities involved in transactions in the most practical manner.

We advise clients on the entire spectrum of corporate transactions including mergers and acquisitions, scheme of arrangement, business and asset transfers, demergers, joint-ventures & strategic alliances, buyouts, reduction of capital, buy-back of shares, stock swap arrangements and corporate reorganization. Our services are not just restricted to conducting due diligence exercises, drafting and negotiating documents, providing regulatory, corporate compliance solutions, structuring advice, or entry- exit mechanism; we strive, at all points of time, to provide end-to-end results to our clients. Our expertise in FDI regulations, SEBI regulations, stamping provisions and DTAA's allows us deliver solutions quickly, which is crucial to corporate transactions.

Our clients benefit from the multidimensional knowledge of our lawyers and value our in-depth expertise, availability, and the involvement of our partners throughout the cycle of a transaction. Our lawyers are trained to focus on providing our clients with the most optimum solution to overcome the complexities of commercial transactions by developing innovative structures and mitigating any risks involved.

Our Corporate Law Services are broadly classified into the following categories and practice areas:

- Formation and Establishment of Corporations
- Intellectual Property Law
- Corporate Finance
- Labor and Employment Law
- Human Resource Management
- Asset Management
- Real Estate and Construction Laws
- Corporate Taxation and Insurance
- Industrial and Public Relations
- Foreign Direct Investment (FDI)
- Investment Funds
- Capital Market
- Private Equity
- Maritime and Admiralty Law
- International Business
- Mergers and Acquisitions (M & A)
- Business Outsourcing
- Immigration Law
- Distribution, Marketing, and Franchise
- Marketing Strategy
- All Commercial Disputes and Litigations
- All Contractual Documents
- All mandatory Compliances to Authorities
- And, all other matters, disputes, litigations, associated with the corporate sector.



Clients



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PEARSON



astrian

POLARIS
live your dream



IBM



Deloitte







Corporate Office

C-15, Sector - 65

Noida

Uttar Pradesh - 201307

Head Office

129, Civil Lines,

Fatehpur

Uttar Pradesh - 212601

Registered Office

62, Anupam Co-operative
Group Housing Society, B-
13, Vasundhara Enclave, East
Delhi, Delhi - 110 096



+91-8750 252 222



contact@aayom.com