

# Enterprise Consulting



Our business is to **TRANSFORM** your  
business

# About US



**Flipcarbon** is a Strategic Consulting firm, founded in **2014**, delighting clients and making a difference across **42+ industries** for a **decade**.

We have successfully partnered with over **200 clients** impacting topline, bottom-line and business sustainability.

Working closely with **CXOs**, we tackle complex challenges and deliver accelerated results, ensuring that strategies are seamlessly executed from the boardroom to the operational level. Focused on creating agile, future-ready enterprises, we empower industry leaders to **drive innovation** and achieve sustained **competitive advantage**.

Our expertise spans Organizational & People Strategy, Corporate Finance & Strategy, Business Transformation and Resilience, and Manufacturing & Operations.

## ★ Enterprise Consulting

UniverCT

Business Consulting

Fractional CHRO

Fractional CFO

# Our Methodology



## 1. DIAGNOSTICS & ASSESSMENT

- Engage with critical stakeholders to establish a common definition of the problem statement and the picture of success
- Conduct targeted assessments as needed to gather insights



## 3. COMMUNICATE & EDUCATE

- Inform & Influence stakeholders
- Build credibility and energy
- Establish bias for action
- Build an enabling culture around the intervention



## 2. STRATEGY & DESIGN

- Define core objectives
- Define the Key Result Areas
- Design the execution methods



## 4. IMPLEMENT & MEASURE SUCCESS

- Identify and remove obstacles
- Create Short Term wins
- Build replicable & sustainable practices
- Measure and celebrate success

# Our Enterprise Solutions



**ORGANISATION &  
PEOPLE STRATEGY**



**BUSINESS  
TRANSFORMATION  
& RESILIENCE**



**CORPORATE  
FINANCE &  
STRATEGY**



**MANUFACTURING &  
OPERATIONS**





# Organisation & People Strategy



Empowering organizations to achieve sustainable growth and high performance through their people, our focus is on aligning operating models, driving innovation, and enhancing workforce capabilities. By prioritizing leadership, culture, talent, and skills, businesses are better positioned to adapt, stay competitive, and remain future-ready.

## Core Capabilities

- Business and Organisation Purpose
- Organisation Design
- Performance and Culture
- Diversity, Equity, and Inclusion
- People Function Excellence
- Leadership Development and Executive Coaching



# Core Capabilities

Organisation & People Strategy



## Business & Organisation Purpose

Vision, Mission and Values  
Strategy, Goals and Objectives



## Diversity, Equity, and Inclusion

DEI Policy Environment  
Gender Equity and Parity  
DEI Programme Management



## Organisation Design

Business appropriate organization structure  
Job Descriptions and sizing



## People Functional Excellence

People Insights  
People Capability Framework  
**The Great CHRO Compass**



## Performance and Culture

Growth  
Productivity  
Sustainable Performance  
Collaboration  
Total Rewards



## Leadership Development & Executive Coaching

Leadership Development  
Executive Coaching  
Leadership NXT Program Management  
Potential Assessment & Succession Planning



# Business Transformation & Resilience



We partner with organizations to drive bold transformations, unlocking their full potential through rapid results, acceleration, and sustainable change. In times of volatility, we help companies turn uncertainty into opportunity by building forward-looking strategies focused on resilience and long-term growth. Our approach empowers businesses to absorb shocks, recover quickly, and emerge stronger, ensuring they thrive amidst disruption and maintain a competitive edge.

## Core Capabilities

- RTB-CTB (Run the Business-Change the Business)
- Sustainable Value Creation
- Transformational Capability Acquisition
- Cultural Shift to compete for the future
- Innovation Program Management
- Social Impact Consulting



# Core Capabilities

## Business Transformation & Resilience



### RTB-CTB (Run The Business – Change The Business)

Transitioning to a BANI World  
Embracing Change and Innovation  
Two-Track Management of Business  
Leadership Mirror & Transcendental Leadership



### Culture Shift to compete for the future

Best of Both Approach  
Heritage Conservation and Change  
Generational and Cultural Change



### Sustainable Value Creation

Business Turnaround and Restructuring  
Performance Acceleration  
Execution Excellence  
**The Great CEO Compass**



### Innovation Programme Management

Culture of Innovation  
Product Innovation and Strategy  
Business Model Innovation  
Building a Maverick Business



### Transformational Capability Acquisition

The Future of Skills  
Competency Practices and Skills Inventory  
Green Skills



### Social Impact Consulting

Climate Risk  
Sustainable Development Goals  
ESG and Governance





# Corporate Finance & Strategy

In an era of disruption, our Corporate Finance & Strategy practice empowers businesses to navigate uncertainty and achieve sustained, profitable growth. With decades of strategic leadership, we deliver creative solutions and deep industry insights to help organizations create exceptional value. Our approach enables clients to drive growth, enhance competitive advantage, and deliver lasting value to stakeholders.

## Core Capabilities

- Corporate Strategy
- Business Strategy
- Strategic Planning
- Finance Functional Excellence
- M&A Transactions and Post-Merger Integration
- Family Business
- Pricing And Revenue Management
- Zero Based Budgeting
- Governance, Risk Management And Compliance



# Core Capabilities

## Corporate Finance & Strategy



### Corporate Strategy

- Portfolio Strategy
- Growth Strategy
- Financial Strategy



### Business Strategy

- Continuity b/w strategy & execution through AOPs
- Environmental Scan
- Competitive Advantage Management



### Strategic Planning

- Bold and Agile Planning
- Fast Execution Template
- Insights into the non-incremental Future



### Finance Functional Excellence

- Financial Insights
- Financial Capability Framework
- Commercial Decision Making
- CarbonEye

### The Great CFO Compass



### M&A Transactions & Post-Merger Integration

- Due Diligence
- Mergers & Acquisition
- Joint Ventures & Strategic Alliances
- Post Merger Integration
- IPO Consulting



### Family Business

- Operating Model
- Ownership Structure & Branding
- Wealth Management & Family Office
- Culture & Governance
- Succession & Transition
- Conflict Management
- Social Change and Long-Term Family Impact



### Pricing & Revenue Management

- Revenue Growth Management
- Pricing Strategy
- Pricing Optimization
- Pricing Benchmarking



### Zero Based Budgeting

- The CFO as the architect of zero-based budgeting
- Zero based budget Cycle
- Zero based budget Management



### Governance, Risk Management & Compliance

- Good Governance & Crisis Management
- Risk Management and Compliance
- Business Continuity Risks and Mitigation





# Manufacturing & Operations



We help organizations build lean, agile, and cost-efficient operations across the value chain by aligning strategies with cutting-edge enablers and Connected Supply Chains. Our focus is on driving efficiency, effectiveness, and continuous improvement, transforming operations from the back office to the factory floor. By leveraging digitization and sustainability, we enable clients to navigate evolving challenges and achieve breakthrough performance.

## Core Capabilities

- Manufacturing
- Operational Excellence
- Industry 4.0
- Supply Chain Management



# Core Capabilities

## Manufacturing & Operations



### Manufacturing

- Zero Accident: Safety management system
- Zero Defect: Quality management systems
- Zero Wastage: Production management
- Zero Breakdown: Maintenance management
- Zero Failure in Delivery: Logistics management



### Industry 4.0

- Industry 4.0 Assessment
- Industry 4.0 Planning & Execution Programme Mgmt.
- Smart Factory Consulting



### Operational Excellence

- Optimise and Redesign
- Planning Process Excellence
- Cost and Efficiency
- Value Chain Management



### Supply Chain Management

- Sustainable Supply Chain
- Agile Supply Chain
- Resilient Supply Chain
- Cost-effective Supply Chain
- Partnership Approach to Sourcing

# Our Leadership



**ALOK RANJAN**  
Chief Executive Officer  
*Business Transformation & Resilience  
Expert*



**PRABHASH NIRBHAY**  
Partner & Founder  
*Business Transformation & Resilience  
Expert*



**ABHIMANYU KUMAR**  
Partner  
*Organisation & People Strategy Expert*



**DEEPAK KEWALRAMANI**  
Partner & Founder  
*Corporate Finance & Strategy Expert*



**RAJESH SAHAY**  
Partner  
*Business Transformation & Resilience Expert*



**BHASKAR BANERJEE**  
Associate Partner  
*Corporate Finance & Strategy Expert*



**SURANJANA DASS**  
Associate Partner  
*Manufacturing & Operations Expert*



# Our Leadership



**NIYATI RAO**  
Business Head – Western India, &  
Principal Consultant  
*Organization & People Strategy*



**PARTHA ROY**  
Principal Consultant  
*Organization & People Strategy*



**SONIYA MITTAL**  
Principal Consultant  
*Organization & People Strategy*



**MANALI GODAMBE**  
Principal Consultant  
*Organization & People Strategy*



**SUPRIYA KAMBLE**  
Principal Consultant  
*Organization & People Strategy*



**Hina Agarwal**  
Principal Consultant  
*Corporate Finance & Strategy*



**ASHUTOSH BHATTACHARYA**  
Senior Consultant  
*Manufacturing & Operations*

# Select Clients



Research for Better Medicines



# SELECT CASE STUDIES



## SELECT CASE STUDIES



**The Situation:** India's top passenger car manufacturer recognized the need to adapt to new working methods and remain competitive. They required tailored HR goals to address the evolving landscape.

**The Solve:** Flipcarbon presented its intellectual property model, the Integrated Listening Framework, enabling stakeholders to listen actively to their environment and act on insights. To initiate this transformation, Flipcarbon engaged HR leadership through a visioning workshop, introducing them to FC's Strategy and Performance models: W3M2 (Winning Where Winning Matters Most) and A6 (Performance Management).

**The Result:** The HR leadership successfully collaborated with Flipcarbon to establish SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) and tangible HR goals for the organization's leadership team

ORGANIZATIONAL  
READINESS



**The Situation:** The need was to grow the business aggressively by Strategic consulting into various verticals and aligning the People practices with the overall business aspirations

### **The Solve:**

- Established and communicated the Vision-Mission-Values 2025.
- Implemented the Performance Management Framework.
- Developed the Annual Operating Plan, including goal setting process.
- Equipped the organization with the necessary capabilities for success.

### **The Result:**

- The organization redefined its growth trajectory to be more aggressive powered by the right Systems and processes in place and grew **10X in 3 years**.
- They were listed on the NSE and were oversubscribed by 125% in 2023 July.

ORGANIZATIONAL  
TRANSFORMATION



## SELECT CASE STUDIES

**The Situation:** The organisation was embarking on an ambitious journey to implement a robust succession planning framework across multiple geographies, with a key focus on India. Recognizing the critical importance of this initiative, the business sought to develop a comprehensive understanding of benchmark frameworks and effectively implement them.

### The Solve:

- In the initial phase, Flipcarbon conducted a workshop aimed at assessing the existing leadership inventory and ensuring a strong leadership pipeline from the bottom of the pyramid upwards. This was pivotal in aligning the leadership with the objectives of the implementation, setting a solid foundation.
- Phase two incorporated a blend of historical data analysis, psychometric assessments, and a 360-degree feedback exercise. This comprehensive approach enabled the organization to gather relevant data on the participants, providing a deeper understanding of their strengths, areas for development, and potential for growth.

**The Result:** Following the data collection and analysis phase, Flipcarbon analyzed all gathered information and prepared comprehensive reports. These reports included an organization-wide summary and individual (PIPs). With these insights, client was empowered to make data-driven decisions for the future, ensuring effective succession planning and talent development strategies.

SUCCESSION  
PLANNING



**The Situation:** Top Talent Management and Retention emerged as a priority for the organization, requiring sustained attention. Given the lean HR Structure, expert support was vital for program delivery, prompting the engagement of Flipcarbon.

### The Solve:

- We tailored the intervention to align with the organization's values, creating a questionnaire based on these values to link employee performance and potential.
- Focused on manager-level and above employees, totaling over 200 individuals, we gathered historical performance data and conducted appreciative interviews to assess team members' potential in alignment with organizational values, executed in phases from top to bottom.

**The Result:** Following data collection and analysis, Flipcarbon provided comprehensive reports, encompassing an organization-wide summary and individual Performance Improvement Plans (PIPs). Equipped with these insights, the organization made informed decisions for the future.

HIPER – HIPO  
PROGRAMME





## SELECT CASE STUDIES

**The Situation:** Nuvama Group (formerly Edelweiss Wealth Management), with over 25 years in the Indian market and backed by PAG, sought to enhance goal-setting for its CEO and Executive Committee (minus 1 level). The company needed a structured approach to align leadership goals with strategic objectives.

**The Solve:** We started by developing detailed Job Descriptions (JDs) for the leadership roles. Using the Balanced Scorecard (BSC) framework, we then set goals across Financial, Customer, Internal Processes, and Learning & Growth perspectives. The goals were tailored to ensure alignment with Nuvama's strategic vision and measurable outcomes.

**The Result:** The BSC framework provided clear alignment of leadership goals, improved accountability, and focused performance management. Nuvama's top leadership now has a structured, strategic approach to goal-setting that supports long-term growth and excellence in leadership.

EXECUTIVE GOAL  
ALIGNMENT



**The Situation:** A large global firm, needed to discover the next set of big opportunities in the business while focusing on delivering the already robust order book. The goal was to instill behaviors that drive breakthrough innovation, strategic thinking, market alignment and growth mindset, transforming the leaders to better adapt to evolving client needs.

**The Solve:** We assessed the organization's market attractiveness and readiness to ensure leadership strategies aligned with business demands. We designed the "Transcendental Leadership" program, a six-month journey aimed at embedding these changes. It began with a psychometric assessment and pre-reflection exercises, followed by a 2-day intensive workshop to develop the capability to both compete for the present as well as compete for the future. This got reinforced by ongoing group coaching.

**The Result:** The program led to a reset in leadership behavior, driving consultative selling, innovation, and strategic market alignment. Leaders are committed to more client-centricity, better positioned to meet market challenges, and equipped to lead transformative initiatives effectively.

CONFIDENTIAL

COMPETING FOR THE  
FUTURE

## SELECT CASE STUDIES

**The Situation:** AB-InBev was focused on establishing a Strong Culture alignment around the Organizational Values.

**The Solve:**

- A survey was conducted across the organization to understand the current reality and gap from the desired status.
- Findings of survey were analyzed at Organization level, Function Level and Team Manager's level. Actions plans were prepared across these three levels.

**The Result:**

- Culture test became an integral part of employee selection process, it was also getting reinforced at the employee Onboarding sessions.
- Various employee communication platforms were leveraged on ongoing basis to share narratives around cultures.
- All these initiatives resulted in culture getting integrated with brands, supply footprints as well as with that of Talent in true sense.

CULTURE  
INTEGRATION



**The Situation:**

The global HR team aimed to achieve sustainability and uniformity in the Performance Management system across their 17 worldwide operating locations.

**The Solve:**

- Flipcarbon conducting a workshop on goals library for the 7 members from the executive suite, giving them the understanding and approach for forming the goals library.
- The members were informed about the structure, process and market availability of goals library i.e. whether plug & play or creating inhouse.

**The Result:**

- After the workshop the global HR team decided to create an inhouse property of goals library with the help of Flipcarbon.
- The renewed roles, goals available in the goals library were translated into five different languages and focused on creating consistency in managing PMS system globally giving the organization the benefit of performance transparency.

GLOBAL GOALS  
LIBRARY



## SELECT CASE STUDIES

**The Situation:** To understand the current culture & climate the organization has planned to implement People Pulse survey at a large scale involving more than 5000+ employees across various geographies. One of the challenges is that the survey needs to be administered through mobile phones via SMS & WhatsApp channel of communication.

### **The Solve:**

- Flipcarbon proposed solution at various length including Diagnostic, Designing, Communication, Hosting, analysis & recommendations and formed a part of Enterprise Value Proposition (EVP).
- The intervention was lead by designing a framework that not only presents insights on organizational status quo on prevailing culture & climate but also will enable the readiness for participation in GPTW certification.

**The Result:** The intervention was successfully carried out and various teams were formed to ensure the excellence of execution.

LISTENING ORGANIZATION  
PROJECT

**SHAHI**

**The Situation:** nFERENCE, a leader in transforming unstructured EMR data into personalized healthcare solutions, needed a competency framework for their growing teams of Data Scientists and Software Engineers. Without an existing framework, nference aimed to create a structured approach to guide career progression, performance management, and objective decision-making.

**The Solve:** A competency framework was developed by analyzing roles through interviews, behavioral assessments, and industry research. Key competencies, proficiency levels, and behavioral indicators were defined, validated, and refined. Training sessions and HR process integrations ensured effective implementation and adoption of the framework.

**The Result:** The competency framework enabled nference to make objective, high-quality people decisions, provide clear career paths, and improve performance management. This structured approach now supports nference's growth and aligns talent management with their business goals.

COMPETENCY  
FRAMEWORK

**nference**<sup>®</sup>

# Contact Us

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