

Your Guiding Light in India

Results driven solutions



About Us

Value Prism Consulting (VPC) is a boutique consulting firm dedicated to empowering our Italian Clients' strategic ambitions in the Indian market. Our mission is to simplify your journey, providing the expertise and insights needed to navigate India's dynamic business landscape. We have 3 dedicated service verticals to help companies enter, scale and succeed in India: **(1) Distribution & Marketing** (2) Partnerships and (3) Local Incubation, Compliance & Management (LICM).

Distribution & Marketing

Tailored for **clients in the consumer goods industry**, this vertical helps define, approach, and manage sales, distribution, and marketing activities in India.

VPC assesses market demand with precision and depth, evaluates sales channels in a granular manner, and identifies optimal distribution methods. We then configure, execute, and manage go-to-market / growth / diversification strategies - aligning ourselves as true stakeholders in our clients' commercial success.

Demand Mapping

- Market sizing & demand potential analysis
- Competitive landscape, benchmarking and white space identification
- Consumer intelligence
- Price point and positioning strategy

Channel & Distribution Strategy

- Evaluation & selection of sales channels
- Partner / distribution identification and negotiation
- Route to market / growth strategy design
- Sales performance metrics and channel management

Execution, Management & Advisory

- Distribution / partner relationship management
- Local marketing agency coordination
- KPI tracking and reporting
- Strategic steering and real time market feedback

Brand & Marketing Strategy

- Brand localization and communication strategy
- Digital & Social Media planning
- Brand Portfolio Optimisation

YOUR GATEWAY TO SUCCESS IN INDIA

The value of our services

- **Partnerships** - Identify, pursue and forge alliances to accelerate market access, strengthen positioning, and navigate India's fragmented ecosystem with credibility and local leverage
- **LICM** - Transforming local setup, compliance, and management challenges into strategic advantages through expert on-ground execution and local insight
- **Demand Mapping** - identify where, how, and to whom to sell—enabling data-driven decisions that maximize impact, minimize risk, and align strategy with real market demand
- **Distribution** - Build efficient, high-impact distribution networks—ensuring their products reach the right channels, geographies, and partners to drive scalable and sustainable growth in India
- **Marketing** - Localize and optimize brand presence while ensuring marketing execution is aligned, measurable, and responsive - turning strategy into impact

Distribution & Marketing

Why Choose VPC?

70+ Indo-European collaborations promoted (Partnerships)

Streamlined systems to manage meticulous & time consuming processes (LICM)

20 years with feet on the ground in India (D&M)

Leverage VPC's core strength in consumer goods industries (D&M)

LET'S BUILD YOUR SUCCESS STORY IN INDIA



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