

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).

Partnerships

Partnerships are often the most effective way to navigate India's vast and complex market landscape. Tailored for **clients in the consumer goods industry**, through this vertical VPC supports clients through the full lifecycle of partnership development - from identifying aligned local players to structuring, activating, and managing high-impact collaborations.

Our focus is on creating value-driven, sustainable partnerships that enhance competitive positioning, enable deeper market penetration, and provide the local credibility and insight essential for long-term success in India.

Partnership Strategy Configuration: Defining the right approach, objectives, and value creation model for partnerships in India

Partner Identification & Screening: Mapping and shortlisting potential partners with strategic, operational, and cultural alignment

Due Diligence: Assessing credibility, financial health, capabilities, and market reputation of shortlisted partners

Collaboration Structuring: Designing the commercial, operational, and governance framework for the alliance

Negotiation Support: Leading or advising on commercial negotiations to ensure balanced, win-win outcomes

Alliance Formalisation & Roll-Out: Drafting or coordinating agreements, aligning operational teams, and launching the partnership

Partnership Activation & Management: Supporting execution, performance tracking, and ongoing relationship management

YOUR GATEWAY TO SUCCESS IN INDIA

The value of our services

● **Distribution & Marketing** - Identify where, how, and to whom to sell - enabling data-driven decisions that maximize impact, minimize risk, and align strategy with real market demand

● **LICM** - Transforming local setup, compliance, and management challenges into strategic advantages through expert on-ground execution and local insight

● **Partner Identification** - Identify partners with the right strategic, operational, and cultural fit - ensuring collaborations are aligned, credible, and positioned for long-term success

● **Formalisation** - Configure clear, mutually beneficial partnership structures- guiding the commercial, operational, and legal framework to ensure alignment, clarity, and a smooth path to execution

● **Activation, Roll Out and Managament** - coordinating launch, aligning stakeholders, and providing ongoing management to drive performance, resolve challenges, and keep the collaboration on track

Partnerships

Why Choose VPC?

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

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

70+ Indo-European collaborations promoted (Partnerships)

European DNA, with an Indian soul (Partnerships)

LET'S BUILD YOUR SUCCESS STORY IN INDIA



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