

Performance improvement for a global NBFC in India

20%

Unlocked growth of by streamlining focus and developing a growth plan

CLIENT CHALLENGES

- The client, a leading global NBFC active in the asset financing space, wanted to reassess its India [market strategy](#) and ascertain the attractiveness of nine key sectors
- The client wanted to understand how to streamline its approach and create a roadmap for growth over the next five years
- It also wanted to identify possible partners/acquisition targets

OUR APPROACH

- [Acuity](#) structured the project into the following components:
 - Developed a framework to shortlist relevant sectors based on business model alignment, market potential and return analysis to assess the attractiveness of the nine sectors
 - Outlined the key capabilities required to be successful in the key sectors
 - Recommended a way forward by identifying a potential partner, after an in-depth “buy/build/partner” analysis
 - Provided details of partnership options such as equity purchase, float joint venture and hire agency

IMPACT DELIVERED

- Revamped the client’s India growth strategy and developed a roadmap for focused growth of two sectors
- Recommended a partnership with one of the top three tractor manufacturers in India. Shortlisted smaller NBFCs and recruiting agencies to provide feet on the street to manage relationships with dealerships
- Developed strategic initiatives to expand presence in tier 2 and tier 3 cities by identifying key hubs

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 350+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

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