UNLEASHING POTENTIAL

STARTS WITH YOU

BLOOM
INDIA
STRATEGY

> *"You are what your deep, driving desire is; as your desire is, so is your will. As your will is, so is your deed; As your deed is, so is your destiny."*
>
> \- Verse No. 5348 | The Upanishads | Brihadaranyaka Upanishad

THE APAC BUSINESS DESTINATION

With the fifth-largest economy in the world, India has an annual growth rate of 4.2 per cent, which is second only to China. India is the strong choice in the APAC region for doing business and has the advantage of a vast English speaking population backed by a stable market.

India is the world's largest market for manufactured goods and services and ranks third out of 141 economies for market size according to the WEF's Global Competitiveness Index. However, if you are daunted by the challenges of setting up your business in India and asked, "How do I work around the cultural differences of such a diverse country?" we have you covered.

Bloom India Strategy will make you capitalize on the unlocked human potential of a business by bringing together the worlds of French culture and Vedic philosophy. India is an exceedingly relationship-oriented market and the sheer number of sub-cultures to navigate is makes it a gruelling task for foreign companies to establish their foothold in the region.

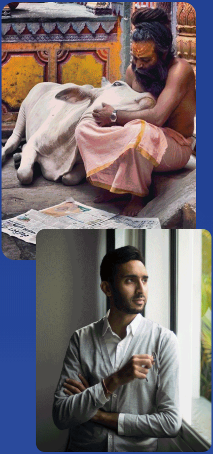
Global disruptions over the past two years have shaken leaders across the world to be more aware of the impact they create, in the present and the future for everyone and the planet itself.

Now ask, is the world better off with you in it?

Namaste

HERE
AND
NOW

Developing Asia accounts for half of global FDI as per the UNCTAD World Investment Report 2021. Investment in South Asia rose by 20 per cent to $71 billion, driven mainly by a 27 per cent rise in FDI in India to $64 billion.



OUR ORIGINS

Indian philosophy sought to understand the very nature of existence and an individual's place in the universal order. The constant pursuit of self-betterment and making ethical decisions applies more in the modern world than before.

We see societies crumbling under present-day work cultures and people suffering from relationship strains. The planet is burdened under the emissions of human lifestyles and the weight of unmanaged industrial waste. It has become crucial that organizations are not just sustainable, but also socially responsible and service-oriented. What is a company without its people and the communities they are part of?

LUDOVIC DALLEAU

Founding Director - Bloom India Strategy

Throughout life and my ten-year career in top-level positions in French global companies, I found that my human gift is the ability to unlock your hidden energy, allowing you to liberate your full potential. By understanding what drives and motivates you, I can help chart the best path to fulfil your vocation through your business.

Bloom India Strategy is a choice to step outside the comfort zone and begin a wondrous journey to create shared value for all our stakeholders. The project is as much mine as it is yours, and when you decide to partner with our consulting firm, you have taken the first step towards your entrepreneurial vision in the world's most diverse and ancient markets.

Namasté!

OUR VALUES

Observe High Ethical Standards

Taking inspiration from Indian philosophy, our guiding principles drawn from Vedic texts tell us that wealth must be earned through honesty and integrity.

Improve Our Clients' Performance Significantly

We believe that a human being is full of potential, and the onus is on each individual to grow and give our best to the world.

Put 'Service' First While Doing Business

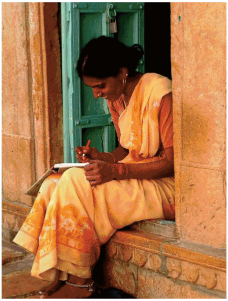
People are at the heart of all our solutions. We embrace diversity with curiosity and respect and strive to offer new perspectives and prudent innovations.

ABOUT OUR SIX-STEP METHODOLOGY: D-H-A-R-M-A

Dharma is the core principle stressed in the Rig Veda, one of the most ancient Indian texts dating back to the Bronze Age that saw the largest evolved civilization in the continent. It elucidates how by being self-aware, a person can expand his abilities to give his best at work and in personal life.

Vices and bad habits come from circumstances and habits counterproductive to one›s progress. An individual's purpose (dharma) in life is to recognize good from the bad and pursue it according to one's distinct duty; the balance of his deeds involved in that pursuit is one's karma, "you reap what you sow". This is also our methodology, which you will get to know further in our six-step D-H-A-R-M-A approach.

To create a world in which each of us can easily find our right place using our unique talent to persistently improve each other's lives in harmony with the universe. This is our vision for the future.



DHARMA IN CONTEXT WITH THE MODERN WORLD

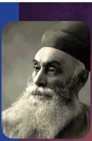
An employee's dharma is different from their CEO's, who have different dharmas than, the leader of a nation. A person's expectations of how they are to be treated and how they should give back to their community vary based on their capacity in social structure.

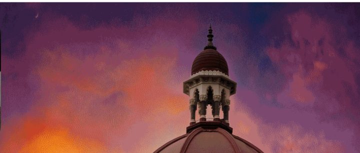
BLOOM INDIA'S COMMITMENT TO DHARMA

In the dharmic spirit of Bloom India Strategy's mission, we pledge 10% of our organization's profits to Indian Non-profit foundations that promote education and entrepreneurial development.

We maintain the ideology of growing for and with the community. Our partners will get an annual spend report of these proceeds and can track the impact it makes. We understand that our moral decisions reshape our associated businesses, communities, and the environment.

A MISSION INSPIRED BY THE TRUE STORY OF A BUSINESS PIONEER AND FATHER OF INDIAN INDUSTRY: JAMSETJI TATA





In 2011, a study by Harvard wanted to understand why the staff of the November 26 terror attacks in 2008 on the Taj

Mahal hotel, Mumbai, decided to stay and help their guests instead of fleeing when they had every opportunity to do so.

For two nights and three days, the Taj was under siege. Casualties were minimal due to the selfless sacrifice of the employees who served as human shields or guides for guests held captive by the terrorists. Not one employee had abandoned their guests and this puzzled psychologists and witnesses alike. They were the very model of ethical, selfless behaviour.

“They don’t look for students who have the highest grades. They’re actually recruiting for personal characteristics,” Harvard Professor Deshpande reported”, most specifically, respect, and empathy.” The Taj is owned by the Tata group and is positive proof that organizations can create ethical behaviour.

Founded by Jamsetji Tata in 1868, the Tata group operates in more than 100 countries across six continents with a mission ‘To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust’.

India’s most valuable brand in 2021 with an increase of 6% in brand value from the previous year, TATA Group is dedicated to making a positive social impact. Sixty-six per cent of Tata Sons’ equity is pledged to Tata Trusts and dividends flow directly to support the philanthropic work of the Trusts.

"In a free enterprise, the community is not just another stakeholder in business, but is, in fact, the very purpose of its existence."

- Jamsetji (Jamshedji) Nusserwanji Tata, Founder of TATA Group , ‘Father of Indian In-dustry’, Pioneer, Industrialist

(Pictured above Photo taken at The Empress Mills Employee Welfare Initiative implemented long before it was a mandate by law in 1886.

(Pictured right) The Taj Mahal Hotel - Diamond by the Sea, opens for business in December 1903.

(Pictured above right) The Taj Mahal Hotel today.

WHAT MAKES US UNIQUE

OUR FRENCH ROOTS AND INDIAN APPROACH - A RECIPE FOR SUCCESS

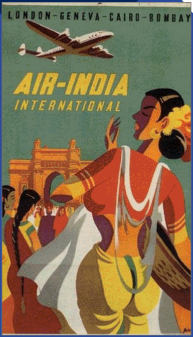
We have the mindset for French finance, marketing,

Bloom India Strategy brings a deep understanding of the French business ecosystem to the project. We recognize that expanding in another market for a foreign company can be a complicated task riddled with risk and uncertainty.

We are **entrepreneurs** and **being Net-Positive is our default ethic.** Our founding values from Indian philosophy speaks about giving back to the community - paying it forward even without and strategies as much as that of our local partners and stakeholders.

Having French origins backed with both corporate and entrepreneurial work experience in the EU makes us better armed with local consultants who have little to no insight into the global scenario.

needing the support of data proving the profits of ESG (Environmental, Social, and Corporate Governance) for businesses.



A MERGER OF TWO INFLUENTIAL GLOBAL CULTURES.

With Indian philosophy at our core, it's hard to go wrong with the deeply inter-personal markets of an ethnic melting pot like India. Evolving social dynamics, urbanisation and mobile networking has created a demand for aspirational products and services. Prestige, style, social status, and education still matter greatly to the population.

'While low price is a consideration, the Indian market is complex, while Indian consumers want low cost they would not sacrifice comfort or prestige for it'- VC of an Automotive Company in a PWC report.

The French are experts of aspirational style and with the people-centric approach of Indian philosophy; we unleash the potential of an organization by appreciating that people, not the company, are self-optimizing. Amazon is the biggest success story of using the people-centric approach. Their model of integrating the vast network of Kirana shops as pickup points for Amazon products helped them build trust with the Indian consumer. We work to build more people's strategies.

INNOVATING WITH INDIA
An International Case Study

In the last decade two Indian companies, Bajaj Auto and TVS Motor's exports surged despite the pandemic. Bajaj Auto is the largest exporter of motorcycles from India with a 60 per cent share and stands first or second in the 22 of the 79 countries, it exports to. Bajaj will also be the first Indian company to export a mass-market motorcycle to Russia with the Pulsar.

One of the greatest success stories is The Bajaj Boxer motorcycle, initially designed for the Indian Emerging Middle. The 150 cc bike was a practical and fuel-efficient alternative to others in the market. Marketed as the "No problem bike" the campaign struck a chord with the Indian consumer and their aspirational goals of an improved lifestyle. The Boxer was stylish, robust, and sturdy enough for both work and social settings. The customer service and the repair network of the company guaranteed seamless after-sales adjustments.

Upon researching for export, Bajaj found that the bikes sold in Egypt had problems with vibration, engine overheating, and noise, making those models very unreliable. The affordable Chinese bikes were not built for harsh conditions. To showcase their advantages Bajaj held a Marathon starting at the base of the pyramids and lasting over 13 days, displaying the Boxer to spectators.

It was a dramatic victory and a partnership with Ghabbour Auto, the leading company in Egypt's automotive industry strengthened their hold in this sector.

STRONG CHASSIS
FOR ROUGH ROADS
BOXER
BOXER
MADE STRONGER TO LAST LONGER

> *"The real threat to business is from within, from poor ethical standards and lack of integrity that can do incalculable harm. Business integrity is directly related to the future of the company, their families, and that it securitises their livelihoods."*
>
> - Azim Premji, Founder -Chairman of Wipro Ltd.

BOXER
MADE STRONGER TO LAST LONGER
BOXER

INTEGRATING INDIA AND THE WORLD

CEOs from many of the pioneering businesses serving the Emerging Middle in India say that the key to success is to establish trust between the consumer and a brand, which involves a process that is significantly different from other tiers.

What promise is the brand making to the consumer? What choices does the company need to make to deliver on that promise? What counterintuitive consumer perceptions have to be managed? Does the product design suit this segment?'

Studies show that most crashes are due to a misalignment between the firm's values and those of the people. It is up to the leadership to acknowledge humanity when strategizing.

DHARMA:
A NEW STANDARD OF DOING BUSINESS

is our methodology and our principle.

DEFINE

the essential qualities of your purpose and driving motivation in life and business.

HARMONIZE

your goals with your abilities; bring them into consonance with the company's vision and mission.

ACTIVATE

this potential by creating a strategy that will...

ACHIEVE

personal aspirations and valuable community tradeoffs.

MEASURE

the success of your mission, track key performance metrics for both personal and professional benchmarks.

REALIZE

the goals and your mission.

Companies that have managed to break their formula for success in the subcontinent now have a turnaround mantra for any region in the world. In the past economic growth, sustainability, and inclusion were seen as trade-offs, but leaders today need to achieve all three. This new paradigm of growth is more sustainable, drives innovation while reducing environmental impact and is more inclusive, creating access to opportunities for people worldwide.

Bloom India's ambition is to help organizations and their leaders make it a reality. We combine bold strategies and transformative technologies to help organizations innovate more sustainably, achieve lasting gains in performance, and build workforces that will thrive for this generation and the next.

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