



Shiva Consultancy Group



CONFIDENTIAL STRATEGIC BRIEF

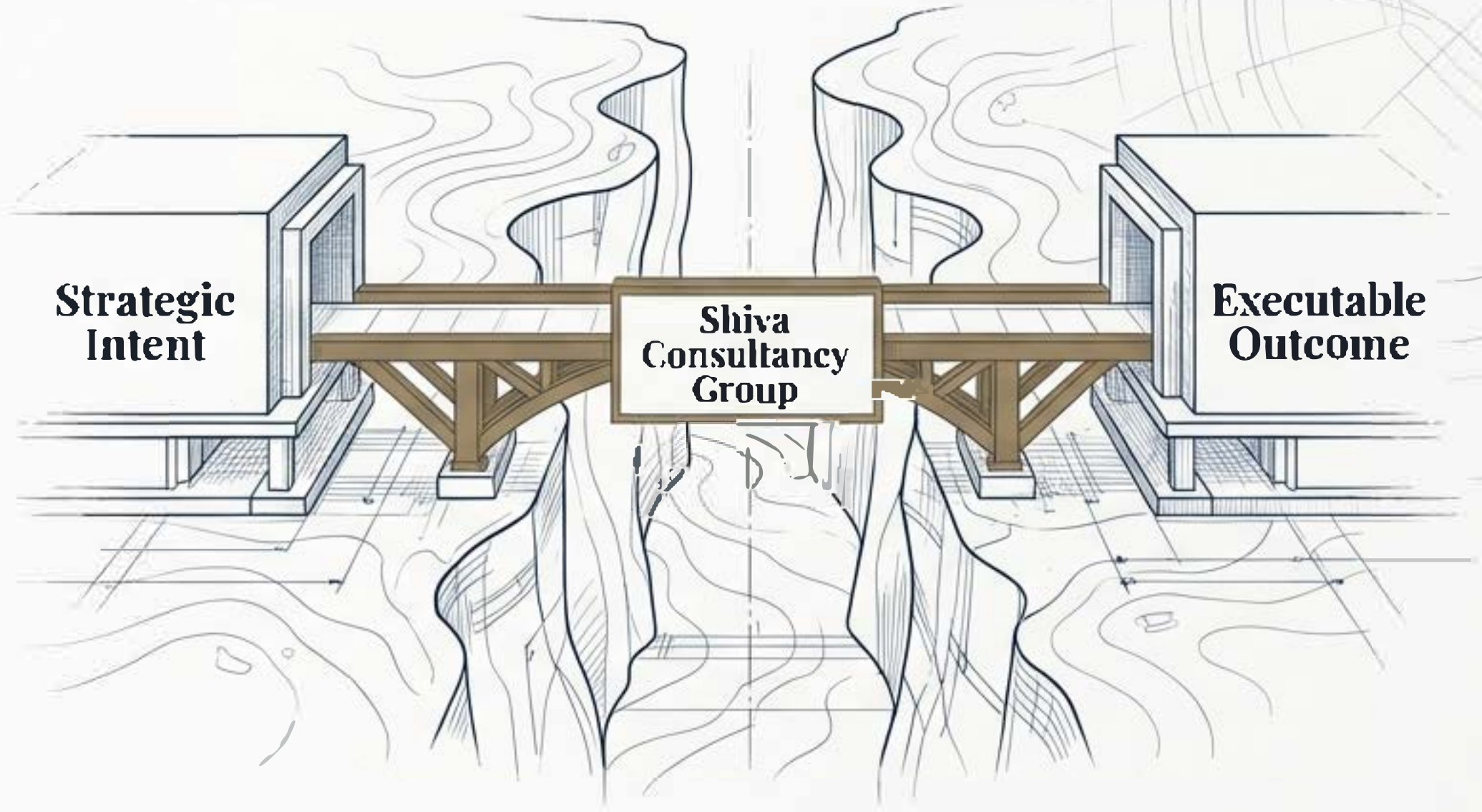
Institutional Liaisoning & High-Value Transaction Enablement – India

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The India Paradox: Opportunity vs. Execution

India presents exceptional opportunities across infrastructure, energy, resources, and manufacturing. However, capital and technology alone do not guarantee execution.



The Failure Points

Large transactions in India do not fail due to a lack of opportunity. They fail due to:

- Misreading policy intent
- Weak institutional alignment
- Poor sequencing of approvals
- Inadequate stakeholder confidence

Since 2012, we have operated precisely at this junction—converting strategic intent into institutional approval.





Operational Mandate & Core Role

Definition

We act as a strategic liaison and institutional engagement partner for high-value B2B, B2G, and G2G transactions.



Operating Model

- **Behind the Scenes:** Work is selective, mandate-driven, and devoid of public deal marketing.
- **Risk-Focused:** Primary objectives are risk reduction, alignment, and closure.
- **Scope:** Engagements involve Indian corporates, Multinational enterprises, HNIs/Family Offices, and Government bodies/PSUs.

“We operate where the downside of getting it wrong is unacceptable.”



The Spectrum of Engagement

B2B **(Business-to-Business)**



B2B (Business-to-Business)
Strategic partnerships, joint ventures, large commercial contracts, and market access.

B2G **(Business-to-Government)**



B2G (Business-to-Government)
Government projects, tenders, PSUs, approvals, concessions, and incentives.

G2G **(Government-to-Government)**



G2G (Government-to-Government)
Institutional cooperation, bilateral projects, and development programs.

Four Pillars of Strategic Advantage

1. Institutional Access

Deep engagement with Central & State Governments, PSUs, and regulators. We understand decision behaviour, not just procedures.

3. Transaction Handholding

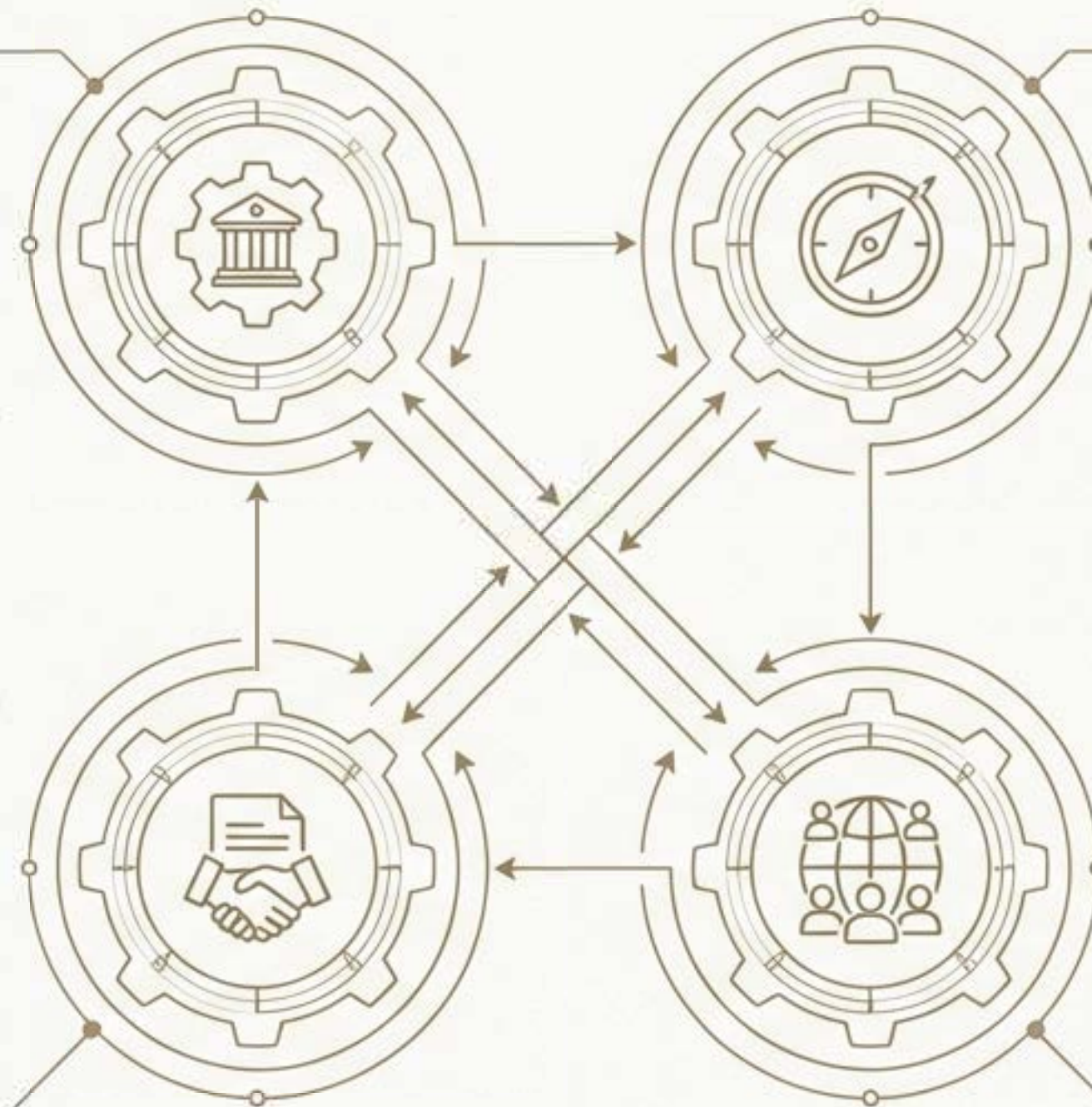
End-to-end support from opportunity assessment and stakeholder alignment to tender strategy and closure.

2. Strategic Positioning

Intervening before capital is committed to ensure correct entry routes and policy fit. Preventing failure before the first application.

4. Network Capital

Value derived from relationships built over decades, not transactional contacts. Access to decision-makers, financial institutions, and domain experts.



The Multinational Entry Strategy



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The Challenge



The Challenge:

For global enterprises, India is not a single market—it is multiple policy environments operating in parallel.

The Solution



The Solution:

SCG acts as a **Single-Window Strategic Interface**.

Deliverables:

- Market and policy entry strategy.
- Government and institutional onboarding.
- Incentive optimisation and compliance alignment.
- Credible local partner identification.
- Risk mitigation across jurisdictions.

Goal:

To ensure **predictability in an otherwise opaque environment.**

Case Study I: B2G Infrastructure & EPC Positioning

Situation

A consortium faced repeated delays and weak traction in a multi-year infrastructure opportunity involving government and PSU stakeholders.

Intervention

- Re-mapped policy and stakeholder priorities.
- Re-sequenced institutional engagement.
- Facilitated strategic introductions at the right decision layer.
- Repositioned the proposal narrative to align with government objectives.

Outcome

- Restored institutional confidence.
- Accelerated movement through approval layers.
- Award secured without price-led compromise.



Case Study II: Multinational India Entry (Manufacturing/Energy)



Situation

A global enterprise faced regulatory ambiguity, incentive uncertainty, and partner misalignment across states.

Intervention

- Developed a structured India entry and policy strategy.
- Enabled government and institutional onboarding.
- Identified credible local partners.
- Aligned incentives, compliance, and long-term scalability.

Outcome

- Predictable market entry.
- Reduced regulatory exposure.
- Faster operational readiness with institutional support.

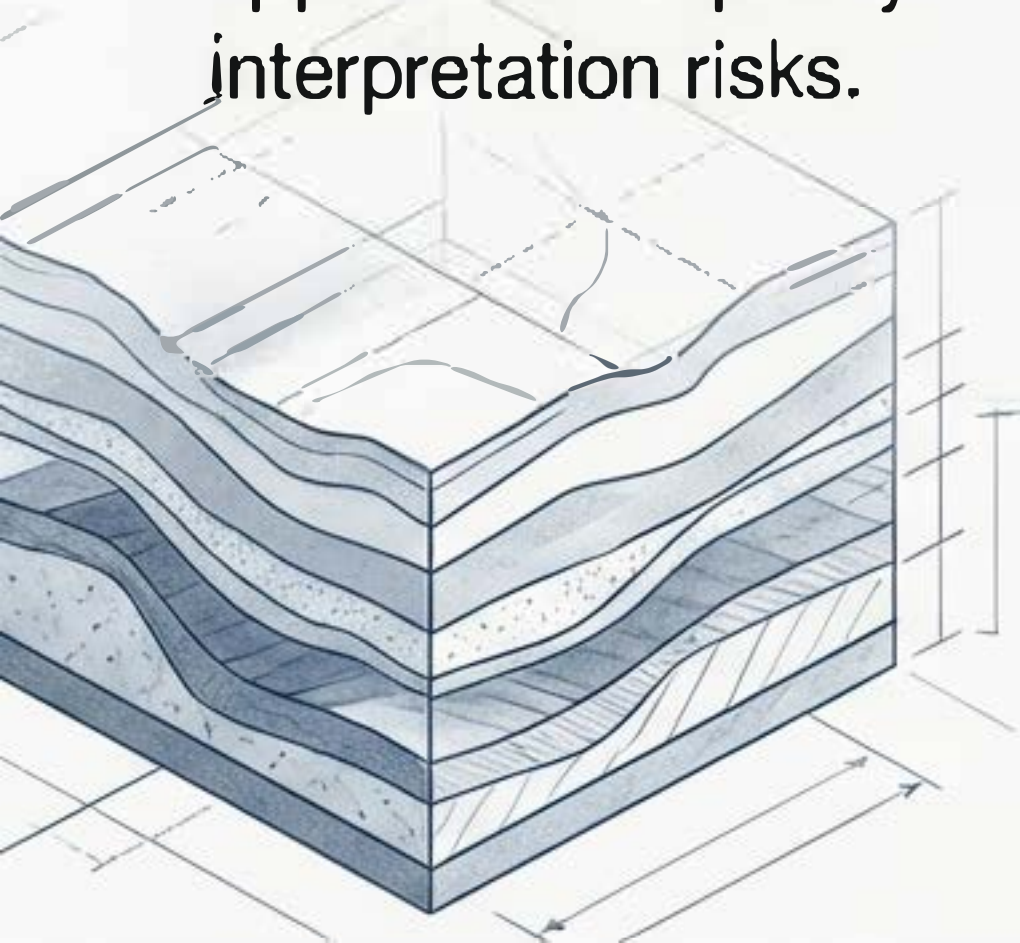


Case Study III: Strategic Asset & Policy-Sensitive Projects



Situation

A capital-intensive project stalled due to overlapping approvals and policy interpretation risks.



Intervention

- Clarified regulatory pathways.
- Aligned central and state-level stakeholders.
- Provided negotiation and approval sequencing support.

Outcome

- De-risked the project structure.
- Restored institutional momentum.
- Enabled informed capital deployment decisions.

Case Study IV: High-Value Investment Structuring



Situation

HNI/Strategic Investors sought exposure to a government-linked opportunity but feared execution risk and lack of approval visibility.

Intervention

- Conducted institutional readiness assessment.
- Validated policy and stakeholder alignment.
- Structured engagement to protect investor downside.

Outcome

- Improved confidence to proceed.
- Clearer risk-return visibility.
- Reduced uncertainty in government-linked execution.



Critical Learnings from Execution

- 01 Positioning:** Correct positioning matters more than speed.
- 02 Confidence:** Institutional confidence must precede approvals.
- 03 Intent:** Policy intent must be understood—not assumed.
- 04 Timing:** Proper sequencing decides outcomes.
- 05 Credibility:** Relationships only work when backed by domain credibility and consistent delivery.



Client Profile & Engagement Triggers

Who Engages SCG

- Promoters and business families.
- HNIs and Family Offices.
- CXOs of multinational enterprises.
- Strategic investors and sovereign funds.

The Engagement Trigger

Clients engage SCG when:

- Transactions are large, non-standard, and policy-linked.
- There is a high cost of delay or misalignment.
- Reputation and capital are at significant risk.

Failure is not an option, and delays are costly.



Engagement Protocol

Philosophy

- Selective mandates only.
 - Confidential, referral-driven engagements.
 - No public attribution or deal marketing.
 - Prioritizing long-term institutional credibility over short-term visibility.
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Next Steps

Engagements are initiated through private discussions or trusted introductions.

Contact Details

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