aidias™
Research | Education | Strategy | Training

20 YEARS
200+
CLIENTS

We help you get more customers

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Aidias Consulting Group | Profitable Growth Strategies

Brand Management & HR Services

WE HELP YOU GET MORE CUSTOMERS | 22 YEARS | 225+ CLIENTS | IIT/IIM ALUMNI

aidias
We help you get more customers

22+ Years

of established corporate trust.

225+ Client Organizations

across all major sectors.

Helping businesses grow their customers profitably.

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Our Pedigree

Academic Foundations

IIT, IM, Stanford, MIT, and Edinburgh.

Corporate DNA

The World Bank, McKinsey, Emirates Airlines, Pfizer, Berger Paints, and ABP Limited.

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The Continuous Growth Engine

End-to-end brand management that transforms strategy into measurable visibility



Comprehensive Capabilities. Specialized Execution.

Foundation & Strategy

Research & ROI

- Market & Customer Research
- Competitor & Market Analysis
- Customer Insights & Feedback
- Brand & Marketing Audits
- ROI & Performance Tracking
- Marketing Effectiveness Review

Go-To-Market

- Market Entry Strategy
- Sales Channel Strategy
- Product Launch Planning
- Pricing & Positioning
- Target Customer Identification
- Launch Execution Support

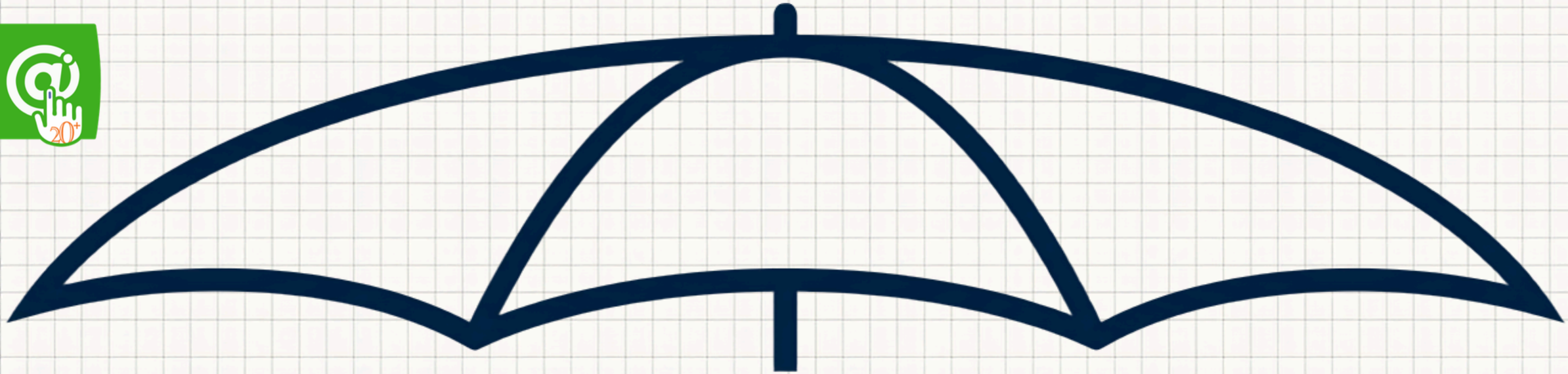
Execution & Amplification

Digital Marketing

- Social Media Management
- Content Creation & Management
- Search & Performance Marketing
- Website & SEO Management
- Lead Generation Campaigns
- Online Reputation Management

Media & Visibility

- Media Planning & Buying
- Events & Brand Activations
- PR & Media Relations
- Influencer & Partner Outreach
- Brand Visibility Campaigns
- Corporate Communications



Credible & Trusted Team: Built over 22 years of successful partnerships

Experienced Senior Resources

Delivering the ease and comfort of working exclusively with senior, heavily experienced corporate veterans.

Practical Recommendations

Crafting strategies that are simple, practical, and heavily aligned with your specific organizational culture.

Execution with Guidance

We don't just leave a report. ACG guides your teams personally on the ground to execute recommended strategies.

Focus on Business Outcomes

A relentless, committed focus to translating training and strategy directly into profitable business results.

PROVEN IMPACT ACROSS SECTORS

AUTOMOBILES:
CEAT, Tata Motors, Maruti

MEDIA:
Star TV, Times of India, Mint

PREMIUM RETAIL:
P C Chandra Jewellers, Blue and Blues

BFSI:
State Bank of India, National Insurance

TECHNOLOGY & KPO:
Pinnacle Infotech, StockEdge

HEALTHCARE:
Fortis, ILS Hospitals

AGRICHEMICALS & FMCG: EMAMI, KEVENTER

ENGINEERING:
Usha Martin, Shyam Steel, Vikram Solar

EDUCATION:
TCG CREST, Sushila Birla School

REAL ESTATE:
NK Realtors, Srjan Realty

and many more..

Let’s grow your customers profitably.

aidiasconsulting.com

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