aidias

20 YEARS | 200+ CLIENTS

We help you get more customers

# We help you get more customers.

Aidias Consulting Group | Profitable Growth Strategies

## Leadership Development Training

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



**22+ Years**

of established corporate trust.

**225+ Client Organizations**

across all major sectors.

# Helping businesses grow their customers profitably.

aidias™
Research | Education | Strategy | Training

20 YEARS 200+ CLIENTS

We help you get more customers

## Our Pedigree

### Academic Foundations

IIT, IM, Stanford, MIT, and Edinburgh.

### Corporate DNA

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

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

aidias 20 YEARS 200+ CLIENTS We help you get more customers

# The Growth Framework:
# Internal Readiness Meets External Execution

## Customer Acquisition



- MR (Qual/Quant) & Mystery Audit
- Brand & GTM Strategy
- Digital Marketing (AI-enabled)
- Media Spend vs. ROI Optimization
- Advanced Selling Skills Training

## Customer Retention



- Customer Service Excellence (SPACE)
- Tech-enabled connect & feedback
- Monetizing Life Time Value (LTV)
- Internal call centre setup

## People Development



- HR Audit & Fitment
- Culture-friendly policies
- Action-oriented training
- Proprietary TORCH tool for application
- Training efficacy tied to metrics

## Leadership Development



- Development for managers to CXOs
- Non-cognitive trait assessment
- Individual coaching
- Culture-compliant PMS

# Building confident leaders at every stage of the management journey.

Aidias Consulting Group (ACG) Leadership Training

**22** Years | **225+** Clients | **IIT/IIM** Alumni



# A targeted curriculum evolving from first-time manager to strategic CXO.



## FIRST-TIME MANAGERS

- Transition confidently from executive to manager
- Communicate effectively to lead people
- Manage self and team performance
- Use data for better team guidance
- Solve problems and manage conflicts



## MANAGER OF MANAGERS

- Delegate effectively and build accountability
- Communicate to inspire and align teams
- Strengthen inter-department teamwork
- Resolve conflicts constructively
- Use data for proactive decisions
- Identify and develop high-potential talent



## SENIOR MANAGERS

- Execute business strategy through teams
- Make strategic decisions for future needs
- Build confident public speaking skills
- Manage performance across larger teams
- Handle crises and mitigate risks



## CXO / BUSINESS OWNERS

- Think strategically using analytics and AI
- Build strong cross-functional leadership
- Communicate with emotional intelligence
- Manage crises and complex conflicts
- Strengthen networking and personal branding

WE HELP YOU GET MORE CUSTOMERS | 22 YEARS | 225+ CLIENTS | IIT/IIM ALUMNI
aidias 200+ We help you get more customers

# PROVEN IMPACT ACROSS SECTORS

**AUTOMOBILES:**
CEAT, Tata Motors, Maruti

**MEDIA:**
Star TV, Times of India, Mint

**PREMIUM RETAIL:**
PC 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

aidias™

Research | Education | Strategy | Training

20 YEARS 200+ CLIENTS

We help you get more customers



**Deepak Pramanik**
**Founder & Chief Strategy Officer**
**deepak@aidias.in**

Deepak Pramanik