



MEDHA RESEARCH AND CONSULTING PVT. LTD.
Impact through Insights

Empowering Success through Insights

Medha Research and Consulting aspires to be your trusted strategic partner, empowering you with actionable research-derived insights specific to your needs and context, be it business or academics.

A Market Intelligence and Knowledge Advisory boutique, Medha is founded and led by a team of research and consulting professionals who have been trusted strategic advisors to business leaders across US, Europe and India for 20+ years in the Information and Communication Technology (ICT), Telecom, and Automobile industry domains.

Having been recognized as trusted strategic business advisors in Information and Communication Technology (ICT), Telecom and Automotive domains over two decades, Medha's leadership team understands the importance of context and criticality of actionable insights as opposed to mere aggregation of information.

Medha is all about helping you explore options, understand and leverage insights towards ensuring a successful strategy. Our Vision, Mission, goals, objectives and activities are centered on a single point of focus – "Your Success"!

Service Portfolio

Market Intelligence and Knowledge Advisory Practice platform (Ask Medha) empowers business leaders to excel at strategic decision making, leveraging the power of well-researched and actionable insights. Medha offers a diverse range of research and consulting services under three broad categories – Market Intelligence, Competitive Intelligence, and Knowledge Advisory.

'Research Vani' is a platform which helps B schools to interface with best practices from Industry, helping students bridge the gap in terms of employability skills. Focus is on ensuring active involvement of students through workshops and use of simulation models as opposed to lectures.

Our Core Beliefs

Customer Success is the Only Metric which Matters!

Client needs are unique! (and so are our approaches and methodology)

Meaningful and Specific Insights trigger Realistic Action!



Ask Medha - Market Intelligence and Knowledge Advisory Platform

"At Medha, we are passionate about providing actionable insights which empower business leaders to excel at strategic decision making."

Service Portfolio

Leveraging over two decades of functional expertise in Information and Communication Technology (ICT) and Automotive domains, Medha works with market and business leaders, empowering them to leverage actionable research-driven insights in their strategic decision making process. Given the unique needs of our clients, Medha offers a wide portfolio of custom and syndicated secondary research based reports and thoughtware, each tailored to the client's business context, issue or opportunity.

Services offered through **Ask Medha – The Market Intelligence and Knowledge Advisory** platform are classified into three broad bouquets:

Market Intelligence

Insights are derived based on current and potential customers, size of the addressable market, issues affecting the purchase patterns, trends influencing demand - now and in future, cross marketing initiatives, regulatory environment and its role in shaping demand-supply dynamics, specific studies to understand customer segments, purchase behavior, demographics, cultural nuances influencing purchases, among others.

Competitive Intelligence

Competitive Intelligence is not always about insights into performance of competitors. It is also a road map for market leaders to constantly benchmark themselves towards realizing their optimum potential, while staying ahead in an increasingly fast-paced world where innovations threaten status quo.

The strategic ability to connect seemingly unrelated developments towards visualizing the big picture in terms of emerging opportunities and threats is critical to form strategic relationships towards staying relevant and competitive in an increasingly fragmented market landscape.

Knowledge Advisory

Be a thought leader in your domain and gain the confidence of prospective customers leveraging insights into the happening trends, issues, regulatory scenario specific to the domain.

Whether you are a startup interested in emerging as a thought leader or a business interested in promoting content marketing strategy, Medha offers well-researched and thought provoking thought leadership content as blogs, Point of View (PoV) reports and White papers.

Research Methodology

Given the unique needs of our clients, we prefer a customized research methodology with relevant inputs from syndicated research. Information sourced from market/ industry/trade/federal databases, trade associations, magazines, journals, press briefings, and executive interviews is sifted and interpreted through analytical models, deriving context-specific insights which aid in strategic decision making.





Research Vani: An Industry - B School Interface

"Research Vani" is an exclusive platform for B Schools being offered by Harshavardhan, Managing Director of Medha towards helping students bridge the gap with industry in terms of employability skills.

The Context

"Our institute has the best academic faculty, brilliant and eager students, state-of-the-art infrastructure, and a dynamic placement support program"

"Wish a lot more of them were 'ready' in terms of domain knowledge, ability to apply concepts to real-world scenarios, being more effective in presentation and in being a good fit"

Sounds familiar? This has actually been the two sides of the conversation I have been hearing from B-school management and the hiring managers from business/corporates since the past 18 years that I have been hiring and on-boarding B School graduates!

While good academic grades, a decent knowledge of management concepts and being eager to learn are good attributes from a hiring manager's perspective, 'being ready' to be able to plug-in with minimal disruption to the business model/schedule ranks higher on a hiring manager's priority list.

"Focus is on the value a student adds to the organization in terms of domain expertise/awareness, familiarity with tools and technologies commonly used in a business environment, and the ease with which they 'fit' into the organizational culture."



Value I Bring

A hands-on experience of 20+ years in designing and executing market research and consulting assignments empower me to offer my services as an external / industry / adjunct faculty for marketing-related concepts.

Adaptability to work with college management and faculty on short-term specific/targeted programs to address specific skill gaps of students in terms of employability.

Placement-specific insights and takeaways based on my own experience of recruiting B-School graduates across leading business firms over a span of 20 years. There is more to comprehensive preparation for a campus interview than merely rehearsing answers to a few obvious questions!

A pedagogical experience of having designed, demonstrated and delivered domain-specific and management-concept related workshops within TCS, IBM and Deloitte.



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Learning is a continuous process, whether formal or informal. The process of learning is far more effective when it occurs by design rather than by chance.

I believe in empowering students on domain knowledge of their choice, helping them understand the structure, operational model and key business dynamics of an industry they may eventually plan to be a part of. Focus is on ensuring active involvement of students through workshops and use of simulation models as opposed to lectures.

My Profile

As a business leader, having built and managed offshore research and marketing teams at industry leaders such as TCS, IBM and Deloitte over the past two decades, I have been a key stakeholder in 'connecting' talent with opportunity. All through the journey, I had an opportunity to visit, teach, interview and hire some of the best talent at business schools through the country.

In my current role as Managing Director at Medha Research and Consulting Pvt. Ltd., I am a trusted business advisor for my clients, adding value through market/ industry/ client-specific research, strategy consulting and transforming data into meaningful and actionable insights.

[LinkedIn Profile](#)



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