



CMIE's Marketing Plan in Singapore

A presentation for the “Harnessing Data for Value Creation CFC” - **Infocomm Development Authority, Singapore**

CMIE Singapore Pvt. Ltd.
Singapore, 13 June 2012



Growth Over 4 Decades

- 1976** Established as an Independent Research Enterprise
- 1985** Strategic shift to building databases
- 1990** Strategic tie-ups with global information vending companies for distribution of CMIE databases
- 1995** Expansion of local branch network in India
- 2000** Established business of primary surveys & price polling
- 2012** Roll out of globalization plans with the establishment of CMIE's South-east Asia operations in Singapore



Organization

- ❑ Human Resources with expertise in the entire Information food-chain
- ❑ Over 170 analysts that decipher original sources, crunch databases, write reports and make forecasts
- ❑ Over 110 field officers to collect primary data
- ❑ Over 40 IT professionals
- ❑ Over 50 sales and support staff

❑ **Head Office in:** *Mumbai*

❑ **Branches in:** *New Delhi, Chennai, Bangalore, Kolkata, Ahmadabad, Hyderabad, Pune, Jaipur, Lucknow, Bhopal, Indore, Chandigarh, Bhubaneswar, Dehradun, Jodhpur, Ranchi, Patna, Shimla, Kochi, Nagpur & a subsidiary in Singapore.*

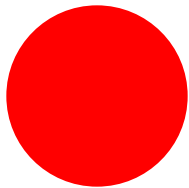


Products and Services

- ❑ **Prowess** Database of 26,000 companies
- ❑ **CapEx** Database of 20,000 investment projects
- ❑ **Business Beacon** Database of 20,000 economic time series
- ❑ **Indian Harvest** Database of Indian agriculture
- ❑ **Consumer Pyramids** Primary Survey of 150000 households
- ❑ **States of India** Regional Data & Sectoral forecasts
- ❑ **I.A.S.*** Industry Data & Sectoral forecasts
- ❑ **E.I.S.**** Macro- Economic Data & Forecast

* Industry Analysis Service

** Economic Intelligence Service



CMIE



Existing Major Client Groups

- ❑ Banks - Public, Private and the Central Bank
- ❑ Financial Market Intermediaries
- ❑ Chartered Accountants
- ❑ Academia, Business Schools, Research Institutes
- ❑ Large Corporates
- ❑ Central & State Governments
- ❑ Rating agencies
- ❑ Consulting firms
- ❑ Media



Proposal for CFC

- ❑ Build PROWESS with Singapore Firms data.
- ❑ Corporate Data available with ACRA



Prowess

- ❑ Enable business enterprises to improve productivity, enhance planning and create new value.
- ❑ Service to create derived datasets
- ❑ Application that is used by the individual professionals and the private sectors



Prowess – BI tool for Corporate Data

- ❑ The Prowess system solution is a powerful data mining tool
 - ❑ Query builder
 - ❑ Special database functions
 - ❑ Set Management
 - ❑ Slotting of years
 - ❑ Aggregations & Averages



Focus clients - Prowess

- Private sector
 - Benchmarking, competition analysis & customer-vendor analysis
- Banks
 - Evaluation of Credit worthiness of companies for lending decisions
- Buy – Sell sides
 - Financial & stock analysis for investment decisions
- Big four consulting & Chartered accountants
 - Evaluation of Arm's length price for cross-border transactions
- Rating agencies & Consulting firms
 - Performance analysis of companies for assigning ratings & business consulting
- Academia & Business schools
 - Academic research & case studies



Thank you

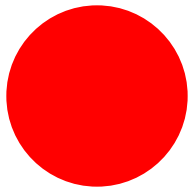
Centre for Monitoring Indian Economy Pvt. Ltd.

Established in 1976

Mission: Help our clients take informed decisions

Vision: Be the most effective source of knowledge solutions

Values: Independence, Integrity, Reliability



CMIE