



BLUE MIDAS  
CONSULTING™

# Business Consulting

Strategic Excellence for Lasting Impact

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# About Blue Midas Consulting

Blue Midas Consulting is a business consulting firm that aims to provide services to various sectors. The founding team consists of people with rich engineering and management experience in diverse fields.

The team is focused on providing services to the companies belonging to the Micro, Small and Medium Enterprises i.e. MSME segment covering both strategy formulation and on ground execution.

Mr. Sanjeev Kumar, CEO and Founder, brings over 30 years of experience at HAL, specializing in technical, supply chain, and leadership roles across the Aeronautical and Defense sectors. He has successfully led technology transfer (ToT) projects for jet engine accessories such as high-pressure fuel pumps and fuel control units. As a Materials Manager, he oversaw material planning, procurement, and logistics for both aircraft manufacturing and MRO operations. Under his leadership, material delivery timelines improved, tender processes became more transparent, and resource deployment was optimized. In his role as Head of Production and Planning for major helicopter and aircraft programs, he effectively aligned cross-functional teams, encouraged innovation, and consistently ensured regulatory compliance and operational excellence in complex, fast-paced environments.

The Business Consultant, Mr. Manas Agrawal has completed his MBA from Indian School of Business, Hyderabad (ISB) and has Strategy & Operations and Data Analytics experience in Automotive, IT, Fintech, B2B SaaS companies and has New Product development, Financial Modelling and marketing, exposure in the Consumer durables sector.

Together the team brings rich hands on experience in the domain of Supply Chain, Manufacturing, Data Analytics, Optimization, Process Excellence, Marketing Strategy, Operations, Project Management, Strategic Procurement, Vendor Management, Organization structuring and Change Management

## ORGANIZATION AND MANAGEMENT



**Sanjeev Kumar**  
CEO & Founder



35+ Years of Experience



Education



**Manas Agrawal**  
Chief Business Consultant



10+ Years of Experience



Education

# Vision and Mission

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## VISION

To be the trusted partner for MSMEs across diverse sectors, enabling sustainable growth and innovation through world-class consulting services in strategy, operations, and execution, thereby empowering businesses to achieve their full potential and thrive in a dynamic marketplace.



## MISSION

At Blue Midas Consulting, we are committed to delivering tailored solutions to Micro, Small, and Medium Enterprises (MSMEs). Leveraging our deep expertise in engineering, management, and data analytics, we help businesses overcome challenges in supply chain, operations, and strategy.

By focusing on execution we aim to drive measurable improvements in performance, efficiency, and competitiveness across industries to help our clients achieve their business goals and create long-term value.

# Business Consulting Services

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## Operations Consulting

- Lean Management
- Process Excellence
- Six Sigma projects: Quality Improvement
- Statistical Quality Control
- Predictive Analytics: Maintenance Planning
- Mathematical Optimization: Operations Research
- Risk Management
- Cost Optimization
- Project Management:
- ROI Estimation
- Detailed Project Planning
- Execution & Change Management

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## Data Analytics

### First Stage: If Structured data is not available:

- Implement Data Structure for data analytics
- Implement Data Storage, Retrieval and Backup

### Second Stage: When Structured data is available:

- Supervised Machine Learning
- Unsupervised Machine Learning
- Data Analytics: Decision Making
- Data Visualization: Central Dashboards
- Time Series Forecasting
- Deep Learning
- Explainable AI
- Machine Learning Operations

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## Marketing Strategy - New Product Development & Existing Product

- Marketing Analytics
- Business Case Development
- Financial Modelling
- Pricing Strategy
- Market Sizing
- Go to Market Strategy
- Competitor Analysis
- Inbound and Outbound Marketing
- Revenue Optimization
- Channel Analysis
- Lead Generation
- Sales Funnel Optimization

# Business Consulting Services

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## Supply Chain Management

- Supply Chain Analytics
- Bottle Neck Identification
- Throughput improvement
- Inventory Management
- Inventory Optimization
- Supply Chain Design
- Production Planning

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## Strategic Procurement & Budgeting

### Procurement:

- Contract Guidance
- Vendor Quality Management
- Zero based Costing

### Budget:

- Variance Analysis
- Management Accounting

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## Performance Management, Training and Standardization

### Strategic Performance Management:

- Balanced Score Card
- Key Performance Indicators designing and tracking
- Global Strategic management.

Training: Gap Analysis and Recommendations

Standardization: SOP and Playbooks

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## Start Up Guidance

- Steps to Initiate Startup
- Market Analysis for startup / Idea feasibility

# Digital Transformation & Automation Services

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## New & Existing Sales Channel Enablement and Marketing

- Website Development & Maintenance
- Website Performance Improvement
- Omni Channel Web Analytics
- Backend Dashboard Development
- Implementation of Lead Analytics & Funnel Analysis System
- Lead Generation System
- Marketing Analytics System
- Demand Forecasting & Time Series Forecasting
- Automation of recurring reports

## Operations & Manufacturing

- Predictive Analytics System for Risk Management
- Preventive Predictive Maintenance System
- Performance Dashboards (Management Information System)
- Process Mining & Project Management System Implementation
- Demand Forecasting & Time Series Forecasting
- Inventory Optimization System
- Product Planning Optimization
- Automation of recurring reports

## Supply Chain Management

- Asset tracking system
- Inventory Management System & Insights for Procurement
- Supply Chain Optimization
- Predictive System for Supplier Selection & Risk Management
- Performance Dashboards (Management Information System)
- Process Mining & Project Management System Implementation
- Demand Forecasting & Time Series Forecasting
- Inventory Optimization System
- Product Planning Optimization
- Automation of recurring reports

Note: Most of the automations and digital transformations are done using Low code tools



# Proposed Consulting Methodology

Our consulting process follows a structured nine-step approach to deliver effective solutions for your business needs:

**Sign Non-Disclosure Agreement:** We begin by ensuring confidentiality to protect your business information.

**Problem Definition:** We work with you to clearly define the core business challenge or opportunity.

**Situation / Gap Analysis:** Our team analyzes the current state to identify key gaps and improvement areas.

**Agreement Signoff:** We formalize the project scope and objectives through a mutual agreement.

**Data Collection & Analysis:** Relevant data is gathered and analyzed to uncover insights and root causes.

**Strategy Formulation:** We develop tailored strategies using proven methodologies such as Lean Six Sigma and Business Process Reengineering.

**Implementation:** Our consultants guide your team through the execution of recommended solutions.

**Performance Monitoring & Adjustment:** We track results, making adjustments as needed to ensure measurable outcomes.

**Handover:** Comprehensive documentation and knowledge transfer empower your team to sustain improvements.

This concise, step-by-step methodology ensures transparency, efficiency, and lasting value for every consulting engagement.





# Other Engagement Models

Other than standard Business Consulting Model mentioned before, we also offer following engagement models to meet the varying requirements of our clients.

## 1 Fractional / Interim Executive

In this model, a consultant acts as a part-time or interim executive (e.g., Fractional CMO, CTO, COO, CFO) for the startup, providing high-level strategic leadership and operational guidance

### Benefits for Companies:

**Access to Senior Expertise at Lower Cost:** Startups gain access to highly experienced executive-level talent without the full-time salary, benefits, and overhead of a permanent hire.

**Immediate Impact:** Fractional executives can hit the ground running, bringing immediate strategic direction and operational improvements.

**Strategic Guidance & Mentorship:** Provides leadership, strategic planning, and mentorship to internal teams, helping to build internal capabilities.

**Flexibility & Scalability:** Companies can scale executive support up or down as their needs evolve, avoiding long-term commitments.

**Bridging Leadership Gaps:** Ideal for filling temporary leadership voids or providing specialized expertise for specific growth phases.

## 2 Retainer based Advisory

In this model, we provide ongoing strategic advice and support for a fixed quarterly fee, rather than on a project-by-project basis.

### Benefits for Companies:

**Continuous Access to Expertise:** Companies gain consistent, on-demand access to specialized knowledge and guidance, which is crucial for navigating dynamic scenarios

**Proactive Guidance:** Consultants can offer proactive advice, anticipating challenges and opportunities, rather than just reacting to immediate problems.

**Deeper Relationship & Understanding:** The ongoing nature fosters a deeper understanding of the company's business, culture, and long-term goals, leading to more tailored and effective advice.

### **Budget Predictability**

**Strategic Continuity:** Ensures consistent strategic direction and support, which is vital for sustained growth.

## 3 Consulting Fees (Fixed Fee) + Equity Based Payout (Performance based Fee)

In this model, a portion of the consultant's compensation is tied to the startup's performance (e.g., revenue growth, user acquisition milestones) or through equity in the company

### Benefits for Companies:

Aligned Incentives, Focus on Outcomes

# For enquiries, contact us.



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