

BRISK INTELLIGENCE



Mitigate your business risks using
Intuitive, Insightful, Informative and In-time
business information !

Volatile market dynamics are a force no business entity can ignore.

BRISK INTELLIGENCE provides **BUSINESS RISK INTELLIGENCE** in **India** to

make these forces work for you rather than against you.



Brisk Intelligence is team of competitive intelligence and investigative professionals from the consulting background with over a decade of experience in their respective areas of specialization. With our combined synergies we strive to find solutions to complex issues by providing business information briskly, using the most exhaustive list of secondary sources as well as primary research capabilities and a network of associates spread across all industry verticals.

Brisk's Offerings

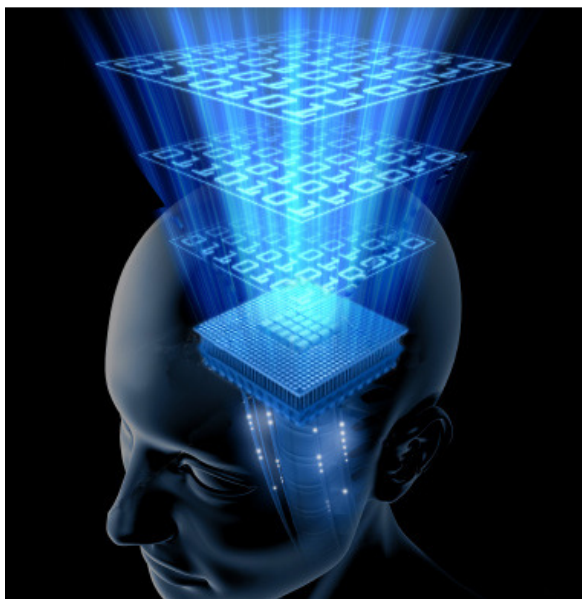
Our service offerings of **'Market intelligence'**, **'Monitoring services'** and **'Risk assessments'** are helpful tools in giving momentum to business ideas and scaling new heights. If there is market / competitive information that can be unearthed, then we can do it for you and if there are risks associated with opportunity then we can help bring them to the fore.

BRISK's research solutions help clients make informed decisions in **situations such as :**

Diversification
New market entry
Entering into a Joint venture
Extending credits, loans or working capital
Finding new partners, clients, suppliers
Geographical integration
A new project
Planning growth strategies
Assessing competition
Assessing partner's credibility
Meeting compliances
Safeguarding information assets
Quality management
Outsourcing
Battling a lawsuit
Making business continuity plans
Mitigating risks

Market Intelligence

Helping you make informed decisions



Competitive intelligence
Industry reports
Monitoring reports
Business reviews
Business information
Corporate investigations
Database searches
Trade statistics
Charge on assets report
Litigation searches

The market dynamics in India are extremely complex. A lack of structured and transparent public information systems further makes it a challenge to gather all information necessary for making strategic business decisions.

Our meticulous approach towards gathering information, an extensive source network, in-house databases and a proven research methodology helps us bring to fore the hidden answers that can lead you to positive solutions.

Not relying purely on published secondary information, we believe in going a step further in confirming information through primary research and obtaining discreet confirmation through third party sources.

Risk Assessment

Risk assessment protects and adds value to the organization and its stakeholders by supporting the organization's objectives. It further enhances business prospects and continuity by :-

- providing a framework for an organization that enables future activity to take place in a consistent and controlled manner
- improving decision-making, planning and prioritization by comprehensive and structured understanding of business activity, volatility and project opportunity
- contributing to a more efficient use / allocation of capital and resources within the organization
- reducing volatility in the non-essential areas of the business
- protecting and enhancing asset value and company image
- optimizing operational efficiency

Taking risks made easy !



A few recent case studies and assignments

Fraud Risk Assessment

The objective of a recent study on back office frauds in the financial sector in India, was to bring to fore the depth of the malice and the extent of its tentacles in order to assist a leading MNC bank to fortify their security strategies. BI assisted in collecting first hand information and reactions from leading banking security professionals, Government regulatory departments and forensic experts.

Money Laundering

Money Laundered through the banking channels is a concern not just of the banking fraternity but of the nation as a whole. It is not just an issue of meeting compliances but of acting proactively to catch the thief red handed. Our task was to find facts through direct interviews of policy makers, senior risk management professionals and compliance heads of several banks, investigative agencies and regulatory authorities to help our client devise a suitable framework to curtail the incidence of money laundering in their bank.

Swine Flue Epidemic

Concerned for their business continuity prospects in the advent of Swine flue epidemic in India, we conducted a situation analysis to back the client's secondary research with source inquiries of primary health workers, epidemiology control departments and spokespersons of WHO and the Ministry of health.

Due Diligence Assignment

Due to a recent policy shift the Government of India now allows 26% stake to foreign companies in the manufacturing of defense equipments. This opens the gates for globally renowned companies to enter into JV's with existing manufacturers and suppliers in India. However, it could open up a Pandora's box of problems for those who are not fully aware of their potential partner's true competency, morality and reputation.

Our due diligence experts have conducted hundreds of due diligence assignments till date discretely.

Asset Search

In support of a litigation case our team helped identify the assets and liabilities of the subject using covert investigation tactics, secondary research as well as interviews with persons known to the subject. Proof of ownership was further obtained from property records of the local registries.

Travel Risk Assessment

Business travelers, expatriates, VIP's who travel to India for a short or a long stay are often seeking an analysis of the prevailing political circumstances within the country / a particular region, reported and perceived civil disturbances and threats from a natural disaster over and above an analysis of the security track record or the chosen airlines.

Pharma Intelligence

A client required us to provide them with the detailed costing of a particular pharmaceutical product being manufactured at one of the factories of a top ranking Pharma company in India. The factory in question is being used for contract manufacturing of a lot many international brands at the same time. The mandate as usual was to procure internal confidential information, but only using ethical CI techniques.

Leads obtained from secondary sources as well as primary source inquires of technical, sales and procurement experts from the industry were followed and put to test using extensive backward calculations, plausible hypothesis and assumptions and we were able to re-construct the pricing as well as the costing data bit by bit.

Metal Trade Intelligence

On several occasions we have had the good fortune to associate with our clients in their quest for sourcing industrial parts and equipments from India, made out of metals such as Steel, Iron, Copper and even Alloys. Our association with the experts from the metal industry help us identify the really significant and cost effective players and get the know-how of their manufacturing capacity and operations along with pricing details to enable our clients to negotiate well. We even went a step further and assist our clients with reputation checks of the identified entities.

Paper Industry Supplier search

We have recently assisted one of our key clients to identify the niche players within the paper industry who are manufacturing ruled paper products such as office stationery, school notebooks, examination sheets and such like stationery items.

Corporate Investigations

A supplier in India having supplied faulty material for an overseas construction project through another vendor, was the subject of our recent investigation, which required us to obtain proof of their involvement and links to the overseas vendor/s and also bring to fore their true manufacturing capabilities and level of expertise for a very critical project which had a serious setback in terms of finances and time deadlines.

Online gaming in India, a gamble even for the service providers

The Government of Sikkim has recently legalized online gambling and betting on sports paving the way for several international players to operate legally within their state. However, the stakes being very high, our team was required to assess the future prospects of such a legislation finding acceptance with the regulators across other states in the near or far offing.

Few other assignments

- *Customized research into the aluminium foils used in the Pharma industry.*
- *Finding potential partners and arranging factory visits for a pharmaceutical major.*
- *Looking in depth into the corporate hierarchy of a listed company in India along with the detailed biographics of key management personnel heading the various departments.*

The winning solutions we talk about are **MARKET INTELLIGENCE** and **RISK ASSESSMENTS**.

TECHNIQUES we apply are secondary and primary research, interviews, investigations, database drill outs and filtering information before analyzing the same and presenting in a clear and concise manner.

APPROACH is precise and impartial.

RESULTS when applied can result in significant cost savings.



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