



Browne & Mohan

From vision to results

Who are we

Browne & Mohan is a **business transformation specialist**. We work with family businesses, small and medium business (₹ 30 Crore to ₹ 500 Crore), and non-profits. We not only design right strategies, work hand-in-hand in implementation to realize the intended benefits.

Browne & Mohan offers strategy, marketing, M&A services, organizational structuring and incentive systems, and technology services to clients.

We help our clients in:

- development of organization and governance structure including sales, marketing, HR, IT and finance functions to support growth and transition.
- Formation and running of Audit Committee, Nomination and Remuneration Committee, Risk Management Committee, Investment Committee, CSR committee, ESG committee)
- Analysing existing sales, process, define business objectives and sales goal, establish clear roles and responsibilities, design and roll out sales process with right system, tools and programs to meet customer needs.
- Audit of current branding activities, assessment of inform and influence investments, physical and online channels for customer engagement and experience, involvement of clients, partners and board advisors in influencing decisions, awards and advertisements to drive reach and credibility branding.
- organisational structures and cultures that are flexible, smart and agile to respond

Our Uniqueness

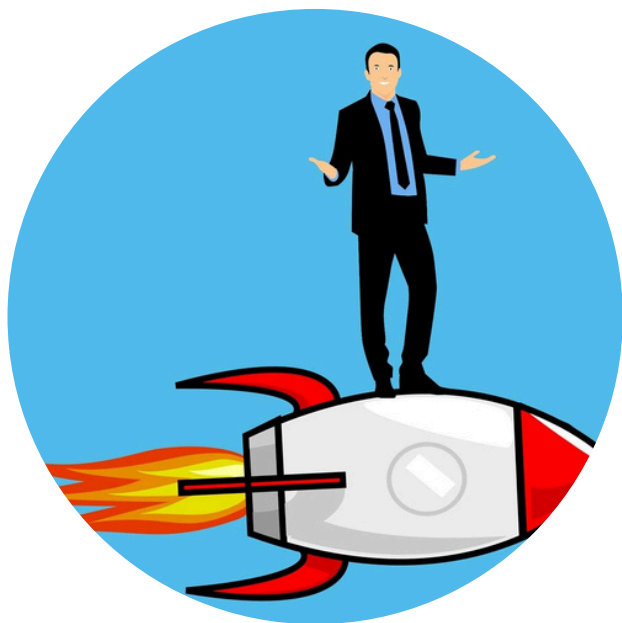
Experienced professionals who work hand-in hand with the management
Does not through IIM/ISB fresh graduates to do work. Seniors led, seniors managed
Focus on long term association with clients. Majority of our engagements >3 years
Advisors who are not afraid to give you right advise





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Our business transformation projects involve

1. Transforming the company from a Family Run to Professionally Managed, to ensure Company operates, grows and attains self-sustainability.
2. Bring more efficiency, operational optimisation, overall improvement of systems, processes to maximise and attain objectives of the organisation.
3. Ensure appropriate Governance, the organisation maintains necessary ethical standards, employee morale, and complete statutory compliances.

As a part of our engagement, we not only strategize but also work hand-in-hand with client management. Our engagement broadly covers:

- 2 years business plan, including revenue and EBIT target, KRA/KPIs of KMP and key employees,
- Organization and governance structure including sales, marketing, HR, IT (including automation/AI) and finance functions to support growth and transition
- Rolling out systems for planning and control (includes budgeting, monthly MIS reporting, Quarterly results, etc in line to prepare for IPO)
- Preparation of the company for good governance practices (with an objective to list invest and develop corporate functions for audit, review and control including formation and running of Audit Committee, Nomination and Remuneration Committee, Risk Management Committee, Investment Committee, CSR committee, ESG committee).
- Secretarial capacity and capability assessment and roadmap from compliance and good governance
- Identify suitable candidates for CEO and ID role based on industry experience, network (international sales/R&D) and other areas, if required
- 2nd and 3rd level leadership development, empowerment programs and OKR rollouts, training will be from 3rd party partners or suggest appropriate institutions
- Monthly and quarterly review of SBU leaders (their annual score cards and performance reviews) and business along with management to see the transition is working and prepare for CEO transition (based on continuous assessment we may suggest two CEO with a Chairman structure or One CEO, also stock options and incentives, etc)
- ESOP plan, No of shares, eligibility criteria to be used by the Management in identifying the beneficiaries, Basis of vesting – Time Based OR Performance based OR combination of both, Vesting schedule – Annual or otherwise- minimum initial vesting
- IPO proforma reporting reviews and modifications in reporting and analysis to make business predictable QoQ and De-risked (if the management is interested, we help identify Investment Bank and underwriter)



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Our Clients

Browne & Mohan's esteemed clients include Fortune 500 companies, SME, NGO's and government organizations. Shown below is the representative list of our clients.



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