



StratefiX

We are Because **We IMPLEMENT**

stratefix.com

About us

Stratefix, established on 14th April 2017, proudly stands as India's first and largest consulting organization pioneering the **Consulting + Execution** model. Unlike traditional consulting, Stratefix takes complete responsibility for not only crafting impactful strategies but also executing them seamlessly.

As a **Stanford Seed mentored company**, Stratefix has innovatively built in-house capabilities, including Data Analysis, Market Research, IT, Recruitment, and Financial Studies, ensuring robust and aligned implementation.

Positioning itself as a **top-tier consulting partner and exceptional executor**, Stratefix is committed to driving **long-term sustainable growth for SMEs**, empowering them to thrive in competitive markets.

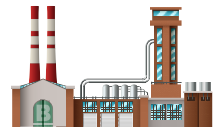
$$\begin{array}{c} \text{Strat} \text{egy} \\ + \\ \text{Fixing} \\ + \\ \text{eXponential Growth} \\ = \\ \text{Strate} \text{fiX} \\ \text{We are Because We IMPLEMENT} \end{array}$$



500+
Satisfied Clients



95+
Consultants



70+
Industries



Proudly Covered
26+
States of **Bharat**



Vision

To be India's No.1 SME consulting organization



Mission

To Unlock India's SME potential by implementing each strategy in a way that it strengthens the client's capability and grows the Indian economy



Core value

Achievement, Compassion, Courage, Integrity and WIN-WIN

What you seek is seeking you!

I am facing CHALLENGE in _____

O X V A C B V E X P A N S I O N C C C
T R A N S F O R M A T I O N B V G X U
E A S C K S D I G I T A L H V C R Z S
R M T E I Q U A L I T Y R D C Z C S T
A A B G T N Z I L G D V K W X A H F O
P R O D U C T I V I T Y E O A D T H M
I K V B U D G E T I N G T R S H C N E
O E J V O S F H T M H U R K D J H D R
N T N D P G G T R N J I E C F K J G R
E I A O W R V V W B K O S U G Y B F E
X N C N I N V E N T O R Y L H T S S T
C G J L X W N N X C U H R T J R X C E
E S O H R T R A N S F O R U A T I S N
L O W S A L E S V X R G C R N D H T T
L H Q W D V U C H Z E R H E B F K R I
C A S H F L O W I B W T V H V H B A O
N B L C M A K Z O N S Y P F O F I T N
S T A G N A N C Y M D H R D X K Y E A
E S Y L A T R J V U C N E E Z L B G Q
O P E R A T I O N C E V W V B B C Y X

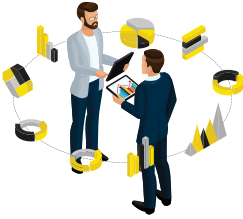
Found your Challenges? See the solutions →

Our Offerings

Tailored Solutions for Business Success.

1. Diagnosis (A.I.N.A™)

Have you ever seen your current organization's health in a mirror?



Our **A**dvanced **I**ntegrated **N**eed **A**alysis thoroughly diagnoses every aspect of your business, uncovering hidden challenges, transforming knowledge into actionable steps, assessing cultural health and preparing for the future-ultimately driving more remarkable success.

Key Outcomes: Culture Assessment | Green and Red flags identification | Gap Analysis | Team Alignment | Stakeholders evaluation | Vision alignment | Proactive adaptability.

2. Market Research

Are you equipped with market trends to effectively guide your decision-making?



We conduct on-ground market research, which provides in-depth analysis of pricing, competitors, target market and customer behaviour to uncover the latest trends and elevate brand awareness.

Key Outcomes: Go to Market Strategy | Market Positioning | Target Market Analysis | Competitors' Analysis | Identification of gaps & niche opportunities | Business Plan.

3. Strategy & Implementation

Do you have a winning strategy? YES, did you execute it well?

Many SMEs struggle with the dual challenge of developing a strategy and executing it effectively. Our substantial experience in business functions allows us to implement the plan in depth. Check out HOW?

3.1 Greenfield Consulting

Do you want to use “First time right” when building a new business?



Launch your new product/service successfully with clear insights. Get strategic guidance to build new ventures or enter untapped markets for lasting growth.

Key Outcomes: Successful market entry strategies | Infrastructure development support | End-to-end project implementation & launch | Product validation | Market fit strategy | Sustainable business model planning | Scalability strategy

3.2 Business Growth & Transformation

Are you maximizing your business's growth potential while staying ahead of the competition?



Business Growth & Transformation is dedicated to accelerating your sales growth by implementing proven strategies that enhance market penetration, expand into new markets, and broaden your product/ service offerings.

Key Outcomes: Sales growth acceleration | Market penetration | Product/Service line expansion | Increased market share | Expansion in new territory

3.3 Operational Excellence

Are your business operations running smoothly without your daily intervention?

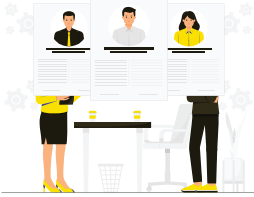


The answer lies in streamlining your core operations with proven methodologies like Lean, Data Analytics and Six Sigma, which enhance efficiency, reduce waste, and drive cost-effective productivity.

Key Outcomes: Inventory management | Cost Optimization | Enhanced Supply Chain and Logistics efficiency | Improved production efficiency | Workforce optimization | Improved quality

3.4 Strategic HR Reengineering

Do you have the right people at the right place doing the right job?



Align your human resources with long-term business objectives through optimized recruitment, skill development & practically proven retention strategies.

Key Outcomes: Talent Acquisition and Retention | Manpower | Mapping and Planning | Performance Management and Improvement | Competency Mapping | Well Defined Organisational Structure | Compensation & Reward System | Data-driven PMS System

3.5 Digital Innovation

Are you leveraging new-age technology to stay ahead in the digital era?



Empower your business with cutting-edge, state-of-the-art digital technologies to automate processes, increase productivity and reduce costs.

Key Outcomes: End-to-end implementation of digital software like HRMS, ERP, MIS, CRM, and CDP Software | Increased agility | Competitive advantage | Time and cost-saving

4. Data Analytics (NETRA)

Are your decisions backed by Data or Gut feeling?



With **NETRA** (Next Gen Evaluation Tool for Reporting and Analysis) leverage data-driven insights to understand customer behavior and market trends better, enhance business performance and make informed decisions.

Key Outcomes: Predictive Modelling | Sales forecasting | Enhanced customer insights | Gap analysis in sales and financial number | Cost and Sales trend analysis | SKU & geography- wise sale evaluation

5. Strategy Audit

Do you regularly engage external experts to assess and improve your business processes?

Businesses often get distracted from their vision by unforeseen market changes. Get regular Audits done by us and check whether the existing business processes & practices are aligned as projected.



HR Audit: Our HR Audit enables you to cultivate a compliant, productive, and engaged workforce by optimizing and streamlining your HR processes and policies.



Operational Audit: Our Operational Audit will help you analyze and optimize operational workflows, resource utilization, and cost structures, along with minimizing rework, delays, and miscommunication across all departments.



Sales/MIS Audit: Our Sales/MIS Audit focuses on Optimizing your sales processes & ensuring the accuracy of Management Information Systems (MIS). We assess sales strategies, forecast accuracy, & data integrity to improve decision-making & boost sales performance.

Key Outcomes: Streamlined HR processes | Robust risk management | Strong internal controls | Streamlined culture | Reduced costs & waste | Optimized supply chain & logistics | Boost conversion rates & revenue growth

6. DISHA 360™

Does your business strategy align with your financial goals, customer satisfaction, workforce, capabilities, and operational efficiency?



Defining Implementable Strategies for Holistic Achievement offers a holistic approach to strategy-building, providing comprehensive insights to optimize financial performance, customer experience, employee skills, & operational workflows.

Key Outcomes: 360-degree organizational feedback | Enhanced | customer loyalty | Team empowerment | Skill development | Financial clarity | Clearly defined goals and actions

Let Stratifix Consulting be your partner in unlocking new growth and success, as we did for our clients. Check out their Success Stories:

StratefiX

We are Because **We IMPLEMENT**

BEYOND THE HYPE

Real Case Studies



Alpino Health Foods - (Retail B2C)

India's leading manufacturer and seller of Peanut Butter, Oats, Muesli & Healthy Breakfast.



Challenge

Alpino excelled online but struggled with offline sales, lacking market insights, talent, and supply chain management.

Solution

Stratefix provided tailored market research, developed a sales strategy, and helped build a sales team while optimizing the distribution network.

Result

- Market penetration across 11 states.
- Revenue doubled, surpassing ₹1 crore monthly.
- 150% Growth with National recognition on Shark Tank India.

"Stratefix took us from none to where we are now"

says Mr. Chetan Kanani, Co-founder & CEO - Alpino Health Foods Pvt. Ltd.



Full Case Study Here

GROWIT - (D2C Sales)

India's first manufacturer, supplier of Direct to Farmer protective farming company.



Challenge

Transitioning from B2B to Direct-to-Consumer (D2C) in agriculture, facing manufacturing capacity issues and a lack of field-level tech integration.

Solution

Stratifix developed a comprehensive franchise network, optimized D2C strategy, and built an in-house sales team.

Result

- 60x revenue growth - ₹3 crores monthly revenue.
- Market Research & Customer Insights, Building high performing sales team
- Over 450 franchises across 14 states. Featured on Shark Tank India.

"Stratifix helped us navigate this challenging transition and expand our business."

says Mr. Saurabh Agrawal, Founder & CEO - Growit India Pvt. Ltd.



Full Case Study Here

SWAD - (Channel Sales)

Vimal Agro's Domestic Expansion, A pioneer in the world of Processed Foods and Beverages.



Challenge

Limited domestic visibility, disorganized sales, and traditional market approaches hindered growth.

Solution

Stratex implemented targeted market research, curated a growth strategy, and restructured sales operations.

Result

- Captured over 35% regional market share in Gujarat, Maharashtra & other states.
- Achieved stable year-on-year growth roadmap.
- Built a strong sales team with structure and field efficiency.

"Stratex set us up for sustainable growth and expansion!"

says Mr. Chirag Nemani, 3rd Gen Entrepreneur - Vimal Agro Products Pvt. Ltd.



Full Case Study Here

PM Pavers - (B2B Sales)

A leading manufacturer that specializes in various types of paver blocks, including coloured square, interlocking, and I-shape blocks.



Challenge

Limited growth due to traditional working methods, owner-driven sales, manual production, and lack of structured growth strategy.

Solution

Stratifix implemented a dedicated sales team, ERP and CRM systems, and expanded production infrastructure by pushing on-ground sales.

Result

- 120% increase in business within just one year.
- YoY Revenue increased from ₹5 crore to ₹18 crore in four years
- 100% market expansion in critical regions.
- Enhanced production capacity to meet demand.

"I can't say that I am their client, Stratifix now feels like a family!"

says Mr. Ankit Faldu, Director & Owner – PM Group.



Full Case Study Here

Panchhi Fashion - (B2B Sales)

A premium designer ethnic wear brand, manufacturer & wholesaler of a diverse range of clothing for women, including custom stitching & international shipping.



Challenge

Limited B2B sales reach, inefficient customer categorization, lack of incentives, and underutilized production capacity.

Solution

Stratefix implemented territory mapping, enhanced sales training, created an incentive structure, and optimized customer segmentation for improved prioritization.

Result

- Increased turnover and market expansion.
- Improved customer engagement.
- Streamlined production and sales alignment.

"Stratefix transformed our sales approach, setting us on a sustainable growth path."

says Mr. Krunal Mangukiya, Co-founder - House of Panchhi.



Full Case Study Here

Gokul Tex Print - (Operational Excellence)

A leading Indian textile manufacturer offers a comprehensive range of high-quality fabrics & apparel, from raw material to finished product catering to both domestic & international markets.



Challenge

The client encountered challenges in data management, team coordination, role clarity, ERP system and overall operation optimization.

Solution

Stratefix introduced real-time data tracking, enhanced communication, implemented a performance management system, standardized SOPs, and optimized the ERP system

Result

- 25% increase in productivity.
- Reduced turnaround time (TAT) from 60 to 40 days.
- 100% role clarity with improved accountability.

"Stratefix transformed our operations, setting us up for long-term success."

says Mr. Siddharth Dhawan, Director - Gokul Tex Print Pvt. Ltd.



Full Case Study Here

Life Style Furniture (Xylus) - (Operational Excellence)

A 2003 furniture brand, offers stylish, high-quality office chairs with ergonomic features & premium materials, catering to corporate, residential & commercial clients in India.



Challenge

Client faced challenges related to workspace organization, manual processes, inventory management & stagnant B2B sales with limited technology use impacting overall growth.

Solution

Stratix implemented the 5S methodology, real-time inventory tracking by integrating ERP/CRM systems, & streamlined workflows. Restructured their sales team for market penetration into 17 cities, & launched comprehensive marketing strategies.

Result

- Reduced stock wastage from. 15% to 4%.
- 50% faster order fulfillment.
- Improved operational efficiency & customer satisfaction.
- Strategic market penetration, boosting 30% sales growth.
- 150+ dealer network across India & growing.

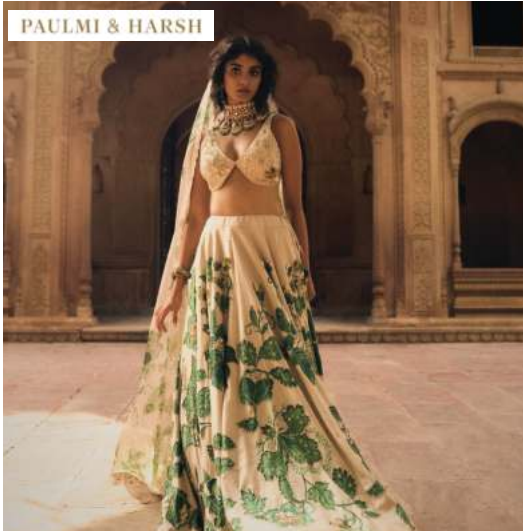
"Stratix helped us modernize operation, boosting our scalability.
Our stagnant business model is now a dynamic, growth-oriented enterprise"
says Mr. Mukesh Bangar, Founder, Lifestyle Furniture (Xylus Chairs)



Full Case Study Here

PAULMI & HARSH - (Operational Excellence)

A luxury fashion label based in India, known for its feminine silhouettes with prints and delicate detailing, fusing 1950's fashion with modern day sensibilities.



Challenge

Client needed help with inventory management, standardizing processes, data visibility for effective decision making and overall performance management.

Solution

Statefix implemented ERP systems, SOPs, and inventory tracking systems along with establishing customer service and training programs to boost and streamline overall operations.

Result

- 20% productivity increase.
- 30% rise in brand visibility.
- 12% employee turnover reduction.
- 100% role clarity with improved accountability.

"Statefix transformed our processes, setting us up for future success."

said Mrs. Paulmi Dhawan & Mr. Harsh Dhawan, Founders – PAULMI & HARSH



Full Case Study Here

Devshree Fabrics - (Operational Excellence)

A premier manufacturer of diverse fabrics, including bridal, satin, silk, and fancy printed varieties.



Challenge

The company encountered challenges with order management, ERP utilization, waste reduction, and process optimization.

Solution

Stratifix implemented a Purchase Order system, optimized ERP usage with SOPs, reduced wastage, and streamlined inventory and vendor management.

Result

- 45% reduction in wastage.
- 50% faster vendor turnaround.
- Improved production efficiency.
- Boosted production efficiency .

"Stratifix has been a game-changer, streamlining our operations and elevating customer satisfaction."

says Mr. Paresh Kumar Jethani, Director & Founder – Devshree Group



Full Case Study Here

Navitas Solar - (Strategic HR Reengineering)

A leading Indian solar panel manufacturer, offers high-efficiency modules, including latest N-type TOPCon technology, with a capacity of 2 GW per year.



Challenge

The client realized the need for an evolving HR structure. Challenges included undefined roles, employee retention, and support in compliance for long term growth.

Solution

Stratex implemented a clear organizational structure, ISO-compliant documentation, a fair compensation system, and an ERP-integrated HR framework.

Result

- 25% reduction in employee turnover.
- Improved team alignment & accountability across departments.
- Enhanced compliance and productivity.

"Stratex helped us build a sustainable HR foundation that drives our vision of innovation & growth in renewable energy sector."

says Mr. Saurabh Aggarwal, Co-founder - Navitas Alpha Renewables Pvt. Ltd.



Full Case Study Here

Credence Ecofibre - (Greenfield Consulting)

Setting up a new plant from the ground up, specializing in producing high-quality PSF from recycled PET waste, catering to various industries - Greenfield Project.



Challenge

Establishing a recycled polyester manufacturing plant from scratch, building comprehensive plan, providing training for skilled workforce & establishing systems, processes.

Solution

Stratfix provided site selection, SOPs, workforce development, ERP, and HRMS implementation, enhancing operational standards.

Result

- Streamlined HR & production processes.
- Reduced operational cost & achieved market readiness.
- Optimized resource allocation with Integrated Technology for sustained growth.

"Our experience with Stratfix made all the difference in implementing the FTR (First-time-right) method."

says Mr. Kanav Arora, Director - Credence Ecofibre Pvt. Ltd.



Full Case Study Here

Crescent Foundry - (Market Research)

A leading manufacturer, supplier, and exporter of cast iron, counterweights, ductile iron castings, and manhole covers.



Challenge

The client sought to expand its business into the Indian market, focusing on the Manhole Covers & Grates (MC&G) sector.

Solution

- Conducted multi-city primary & secondary research.
- Detailed market size analysis across India's infrastructure sector.
- Detailed competitor & sector-specific analysis.

Result

- Identified key customer needs, boosting market alignment.
- Suggested product diversification, supporting market expansion.
- Comprehensive roadmap - critical for market success.

"Stratefix's in-depth insights were vital for our growth and long-term vision of dominating the Indian infrastructure market."

says Mr. Sandip Poddar, Founder - Crescent Foundry



Full Case Study Here

Roongta Cinemas - (Market Research)

A leading multiplex chain in Gujarat, offers a premium cinematic experience with luxurious seating, gourmet food, and state-of-the-art technology.



Challenge

Identifying audience needs, price sensitivity, and unique differentiators.

Solution

Extensive competitor analysis, demographic segmentation, and recommendations on premium amenities and family-friendly options.

Result

- Clear market positioning, competitive pricing strategy, & tailored offerings aligned with local demand.
- Statefix guided their launch, addressing competition & market gaps through targeted research & strategic market insights.

"Statefix's approach empowered the client to make data-driven decisions for impactful & long-term growth."

says Mr. Ankur Roongta, Director - Roongta Entertainment Pvt. Ltd.



Full Case Study Here

Kejriwal Industries - (Market Research)

A leading manufacturer of polyester yarns and fabrics, offers diverse solutions for the textile industry, prioritizing quality and innovation.



Challenge

Client needed strategic insights & a solid entry plan to navigate regulatory complexities, raw material price volatility, & intense competition in India's chemical industry.

Solution

Stratefix conducted comprehensive market research, analyzed industry dynamics, benchmarked competitors, and recommended product focus areas, ensuring data-driven decisions.

Result

- Identified high-potential segments targeting niche product market.
- Reduced risk & aligned strategies with market demands.
- Complete road map to position Kejriwal Industries as a key player in the chemical sector.

"Stratefix's insights empowered us to make confident, strategic moves for growth, aligned with market demands"

says Mr. Ajay Kejriwal, Managing Director – Kejriwal Industries Pvt. Ltd.



Full Case Study Here

Vithoba Healthcare - (Data Analytics)

A leading Ayurvedic FMCG brand in India, offers a wide range of wellness products through an extensive retail and distribution network.



Challenge

They struggled with fragmented sales and inventory data, leading to stock imbalances, missed sales opportunities, poor distributor performance tracking, and delayed decisions.

Solution

Stratefix developed tailored Primary, Secondary, and Inventory dashboards, providing real-time visibility into sales performance, distributor efficiency, and stock levels, transforming raw data into actionable insights.

Result

- Improved sales visibility, optimized inventory management.
- Enhanced distributor relationships, faster data-driven decisions.
- Empowered the leadership team with secure, on-the-go access to critical insights.

"Stratefix revolutionized our operations, unlocking growth through data precision. We highly recommend them"

says Mr. Kartik Shende, Director of Vithoba Healthcare & Research Pvt. Ltd.



Full Case Study Here

StratefiX

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GUJARAT'S **LARGEST** **MANAGEMENT CONSULTING** **ORGANIZATION**



7 years Strong & Still growing



500+
Satisfied clients



95+
Consultants



75+
Industries

Our Clients



and more...

Success Stories
Real Results, Real Impact



ACT OR ACCEPT

Our Services

A.I.N.A™ Diagnosis | Market Research | NETRA (Data Analytics) | DISHA 360™
Strategy & Implementation - Greenfield Consulting | Business Growth & Transformation |
Operational Excellence | Strategic HR Reengineering | Digital Innovation |
Strategy Audit - HR Audit | Operational Audit | Sales/MIS Audit

LET'S CONNECT: 1002, Rajhans Montessa, Surat, Gujarat, 395007
hello@stratfix.com | +91 78630 78281

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