

SUCCESS

S T O R I E S



Discover how the ConsultAmit Management Consulting has contributed to the Start-Up Ecosystem in India, assisting in an exponential acceleration of Start-Ups and MSMEs.

CONSULT AMIT

STRATEGY & MANAGEMENT CONSULTING SERVICES

*Rank Your Business, Brand and balance-sheet in Fortune 500,
Empowering Your Business Excellence Through Strategic
Management Consulting for Desired Success.*

Empowering Your Business Excellence Through Strategic Management Consulting! Our Expert team of consultants brings a wealth of expertise across diverse industries, providing unparalleled guidance in:

*** Strategic Planning And Implementation:**

Crafting comprehensive roadmaps for growth and sustainability.

*** Operational Optimization:**

Enhancing efficiency and effectiveness of business processes.

*** Performance Enhancement:**

Leveraging data-driven insights to maximize business potential.

*** Fund-raising:**

Strategizing and securing necessary funds for business growth.

*** Product Development:**

Innovating and refining products to meet market demands and exceed customer expectations.

*** Compliance and Tax Management:**

Ensuring adherence to regulatory requirements and optimizing tax strategies.

*** Team Training & Development:**

Building skills and capabilities to drive organizational success.

With a client-centric approach, we collaborate closely with you to understand your unique challenges and objectives, devising innovative solutions that drive tangible results.

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ConsultAmit Management Consulting is a business consulting firm working to spread awareness regarding Government Schemes, Funding, and other financial support. Moreover, we also lend a hand to certification assistance and consulting eg. Startup India Certificate, MSME registration, Udyam registration, ISO, IEC, AGNii, GeM, Company Incorporation, Tax Exemption, Intellectual Property Rights, TReDS, Industrial Land Banking, MSME loans, Nidhi Prayas Yojana and many more.

Our company is dedicated to aiding startups to facilitate their respective idea and execute their established vision with the help of exclusively curated digital marketing services and website development. Coming to the service portfolio of our company, we ensure to offer - Social Media Marketing, LinkedIn Marketing, Content Writing Services, Google Ads, SEO, and design and branding consultation. From initial strategy and planning sessions to full-fledged product creation and promotion initiatives.

Our firm provides services to help individuals and businesses get going, thrive, and expand. ConsultAmit Management Consulting is a full-service agency that offers a wide variety of options for new businesses. ConsultAmit thrives on the core principle - where it believes that entrepreneurs should be supported in the best possible manner. Commitment, trust, and innovation are the values that drive the process of our company. Abiding by these values, our con-

ConsultAmit's Growth Story

-sultants converge on the highest level of client satisfaction and superior delivery.

The teams here not only act as advisors but beyond that. While walking alongside the clients they drive the venture's ultimate success- stimulating revolutionary waves across the Indian entrepreneurial ecosystem.

Only if the Indian businesses add to the national economy, we would become a superpower. Our vision is to facilitate a business with holistic solutions that will take them to greater heights.





Our CEO's Vision

ConsultAmit Management Consulting is led by eclectic visionaries. Our Chief Executive Officer, Mr. Amit Mishra has 11 Years of experience in the business sector and our guiding light to the future.

Since its inception, ConsultAmit has been striving hard to dispense valuable knowledge and assistance to growing businesses across several domains of finance, marketing, legal compliance, sales support, strategy, technological development, content development, design consultation, transformational and motivational activities, Human Resources, and more. Owing to market analysis that is derived from an evaluation of market positioning and scalability, we can provide

immediate and effective solutions for the strategic execution of policies inducing business prosperity.

For efficient, smooth, and successful conduct of a business, one needs to keep up with the wavering business and market trends. Team ConsultAmit is in constant search of better opportunities while gaining knowledge of what is the latest happening across the market. From incubator visits and tie-ups with relevant businesses to keeping track of day-to-day changes across government schemes and updates, the team is in continuous search of better prospects.

Concerning the R&D process, the leaders have to convey, "Every day changes in government schemes and updates regarding client requirements in the ever-growing startup space. Based on our incessant research, we aim to discover the strong suites of our client companies and help them around the weaker divisions and empower their strong suites with full force. This is done through a variety of services and support that ranges from HR solutions to Sales/Marketing solutions and everything in between."

"ConsultAmit provides 360° business advisory. Our vision is to revolutionize Indian startups and MSMEs and take them to greater heights. We aid your business with end-to-end business consulting, including finance consultation, marketing consultation, and more. We are proud to have served more than 50k happy clients throughout India."

Amit Mishra, President | CEO
ConsultAmit Management Consulting.

GOVERNMENT INITIATIVES

Startup India is a flagship initiative of the Government of India with the agenda to actively support startups and entrepreneurs. The primary objective of the program is to create a strong ecosystem that nurtures and protects innovation and startups in India.

The Indian government launched the **Aatmanirbhar Bharat mission** and the **'Make in India'** program, to transform India into a global manufacturing and design export hub.

Today, India is the third-largest startup ecosystem across the globe. The country has over 100 unicorns and more than 84,000 startups operating within the geography. This success can be attributed to the active support provided by the government to startups through its various schemes and programs.

Startups are eligible for a variety of benefits under the Startup India Action Plan, including tax incentives and exemptions, loans at reduced interest rates, skill development programs, prioritization of startups in public procurement, etc.

To build a strong ecosystem for nurturing innovations, the Government launched a Startup India Action Plan that offers the following support:

- Tax Exemption, Legal Support in Patent Filing, Easy Compliance
- Relaxed Norms for Public Procurement, Credit Guarantee Scheme for Start-Ups, and Industry/Academia Support.



GOVERNMENT YOJANAS FOR MSMEs & START-UPS

The Micro, Small, and Medium Enterprises (MSME) sector has emerged as a significant contributor to the Indian economy, accounting for 30% of the national GDP. Approximately 94 lakh people are employed in the country's 77.35 lakh registered MSMEs, which account for nearly 48% of total exports. The Indian government's goal is to achieve inclusive growth and self-sufficiency in the MSME sector.

ASPIRE – A Scheme for the Promotion of Innovation, Rural Industries, and Entrepreneurship.

Pradhan Mantri Mudra Yojana -is a non-banking financial company that supports the development of the micro-enterprise sector in India.

Support for International Patent Protection in Electronics and Information Technology (SIP-EIT)

Multiplier Grants Scheme (MGS): encouraging industries to collaborate with premier academic and government R&D institutions for the development of packages and products.

Zero Defect Zero Effect (ZED) scheme: The scheme provides tools, technology as well as financial assistance to startups and MSMEs for ensuring zero defects in goods.

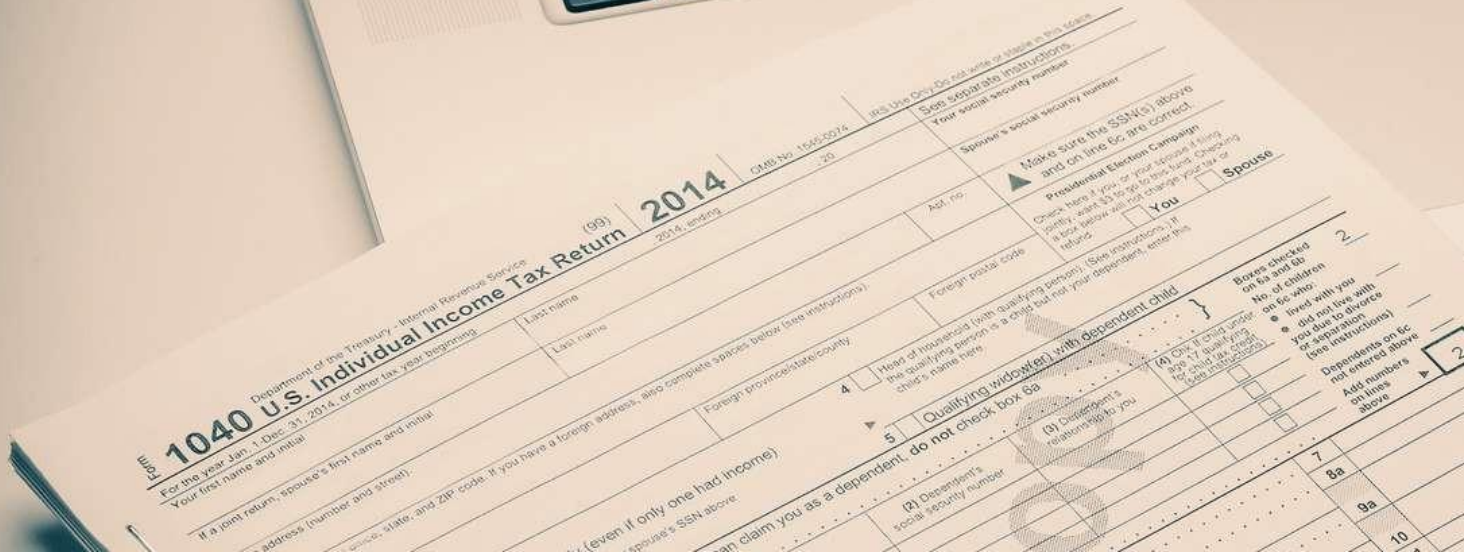
Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)

This scheme strengthens the credit delivery system and facilitates the flow of credit in the MSE sector. It provides loans at highly subsidized rates and with zero collateral to startups, small-scale industries, and micro-level businesses.

Single Point Registration Scheme (SPRS): The objective behind this scheme was to increase the number of purchases from the small-scale sector.

High Risk and High Reward Research: support and invite new ideas and proposals which carry the potential to have a broad impact in the domains of science and technology.

SUCCESS STORIES



Start-up India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and start-ups in the country that will drive sustainable economic growth and generate large-scale employment opportunities.

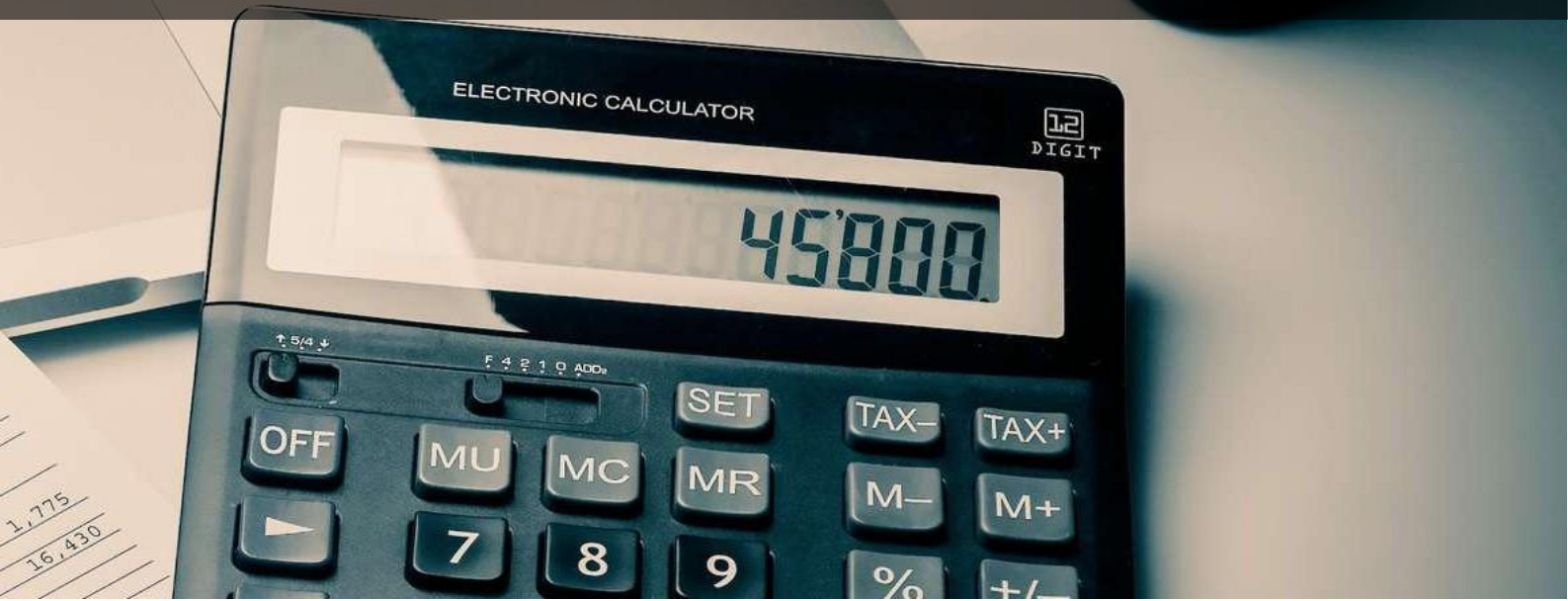
The Indian startup ecosystem has been evolving rapidly over the past few years and is today home to some of the world's most innovative and disruptive companies. The government has launched several initiatives, Startup India Action Plan, to promote entrepreneurship.

India is now an emerging unicorn hotspot, with the club expected to expand to 150 unicorns over the next three years as per the reports from Praxis Global Alliance and 256 networks.

Section 80-IAC allows a deduction to a start-up incorporated between 01-04-2016 and 31-03-2022, provided its turnover does not exceed Rs. 100 crores in the previous year for which deduction under the section is claimed.

The business enterprise should be engaged in an eligible business that is involved in innovation, improvement of products or development of processes or services, or a scalable business model with a high potential of employment generation or wealth creation, deployment, or commercialization of new products, processes, or services driven by technology or intellectual property. In addition, the business enterprise should be able to demonstrate a high potential for

Recognition and Tax Exemption Certification



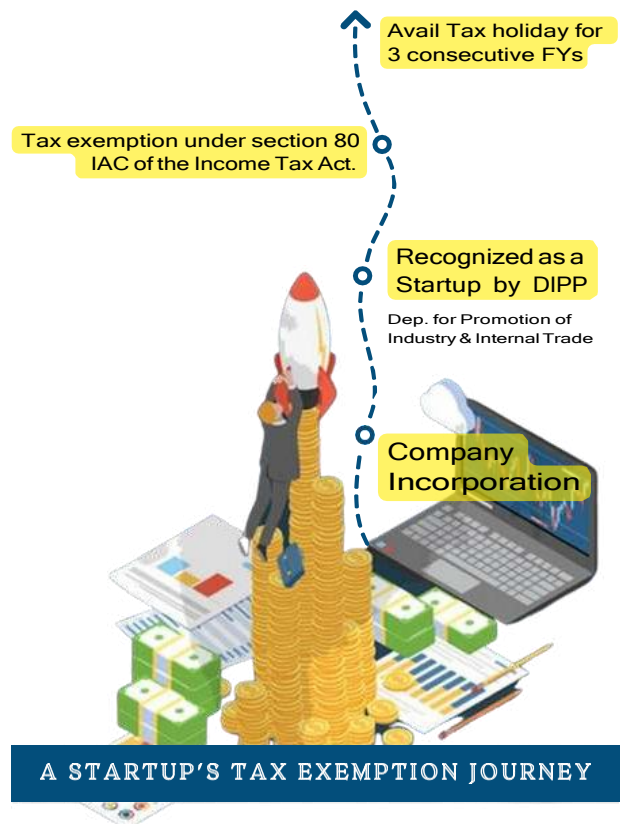
employment generation or wealth creation.

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The action plan aimed to promote bank financing for start-ups, simplify the incorporation of the start-up process, reduce the regulatory burden, focus on their core business, keep the compliance cost low, and grant various tax exemptions and other benefits. Fast-tracking of patent applications will also be made for startups. Startups shall be provided with an 80% rebate in the filing of patents.

221 Startups

who availed Tax Exemption,
as of November 2019



A STARTUP'S TAX EXEMPTION JOURNEY