





The Consulting House

#### About us ...

Eastern Resources is a consulting company, offering a wide range of services to extractive and process industries especially Mining & Minerals, Iron & Steel, Cement, and Power. We help clients in managerial decision making for Business Strategy, Capital Investment, Finance, Technical, Marketing, Operations, Regulations, and Sustainability. This involves management's needs, issues, projects, strategic investment plans, and imminent problems. Our solutions are cost- effective, result-oriented, and time-bound. The output is typically a report with recommendations, suggestions, implementation programmes, business judgments, conclusions, or opinions.

Our databases comprise our own files, data from publicly available business literature, trade journals, and interviews of knowledgeable individuals published in print or visual media. The collections also entail survey reports and statistics from the government, academic institutions, professional bodies, and the national and international agencies. Once we receive data and information from the project's sponsors, we use our databases to analyse the problem in client's context to arrive at conclusions and recommendations. A team of experts from industry and academics assist us. We have link with reputed national and international technical and management institutes. Thus we ensure that our advice reflects most current thought and wisdom.

# Mining & Minerals

Iron Ore Lump/Pellets
 Coal/Coke



- Limestone/Dolomite - Gypsum - Manganese Ore - Chrome Ore



### Strategy Consulting

For foreign companies seeking entry to Indian market or Indian companies planning to enter new markets we provide industry landscaping; search for a right partner with complementary skills for strategic alliance and joint venture. For companies choosing merger and acquisition (M&A) for growth we search for a target firm and assess valuation of the target. We provide valuation services to companies willing to do corporate restructuring.

Services	Offerings
Entry Strategy	<ul> <li>Market entry strategy</li> <li>Partner selection</li> <li>Structuring JV and value creation</li> </ul>
Growth Strategy	<ul><li>Target identification for M&amp;A</li><li>Valuing targets</li></ul>
Restructuring Strategy	<ul> <li>Divestiture, spin-off, liquidation and equity curve-out valuation</li> </ul>
Diversification Strategy	Conglomerate valuation

## Capital Investment Advisory

We provide our services in capital investment projects that are crucial to enhancement of shareholder value. Only thorough and proper planning prior to investment can bring desired return from projects. While our services at project conceptualisation phase is for industrial clients, that at project financing stage is for clients' investors, banks, financial institutions, and private equity firms.

Services	Offerings
Pre-evaluation Study	Collection of data and information
Scoping Study	<ul> <li>Basic project outline</li> <li>Viability study &amp; Trade-off options</li> <li>Project risk and opportunities</li> </ul>
Pre-feasibility Study	Base case selection
Techno-economic Feasibility Study	Base case development
Due Diligence Study	Technical due diligence Legal due diligence Economic due diligence Environmental due diligence

### Financial Services & Asset Valuation

Potential investors are interested to know about relative financial performance of different companies in any industry, and probable risks involved in their investments. We perform equity research for investment banks, and financial institutions. In our asset valuation services we offer valuations of Land, plant and Machinery for purposes of liquidation, sale/purchase, privatisation, bank finance, rating, insolvency, financial statement, and insurance.

Services	Offerings	
Equity Research	Economic, industry & company analysis     Financial benchmarking	
Risk Assessment	<ul><li>Value at Risk (VaR) estimation</li><li>Stress testing</li></ul>	
Asset Valuation	Land, plant and machinery valuation	

### Research & Technology Management

For our clients, we identify most suitable technology and process route, and advise on avenues for reduction of specific energy consumption. This automatically reduces emissions from industrial processes. In waste management we advise on ways to reduce waste generation, enhance waste recycling, and reuse.

Services	Offerings
Technology Management	<ul> <li>Technology selection and risk assessment</li> </ul>
Process & Product Research	<ul> <li>Process improvement</li> <li>Assistance in product development</li> </ul>
Energy Research	Reduction of energy consumption
Waste & Emissions	Waste treatment & utilization     Emission reduction & control

### Marketing Management

Marketing strategy and customer value are crucial to any business success. Customer Relationship Management (CRM) is essential to enjoy lifetime customer value. To recognize this, we provide our clients deeper understanding and insights into industry, market, competition, customers, risks and opportunity.

Services	Offerings
Industry & Market	<ul> <li>Supply &amp; demand analysis, Industry trends, Market segmentation</li> </ul>
Strategic Planning	<ul> <li>Revenue projection, Price forecast, Marketing effectiveness</li> </ul>
Marketing Research	<ul> <li>Brand positioning evaluation</li> <li>Customer profitability study</li> <li>Marketing campaign</li> <li>Product development</li> <li>Product attribute study</li> </ul>

#### Iron & Steel

- Pig Iron
- Sponge Iron/HBI
- Ferrous Scrap
- Ferroalloys
- Carbon Steels
- Special Steels



- Ingots and Semis
- HR & CR Sheets & Plates
- Wire Rods, Bars & Structurals
- Galvanised and Coated Sheets



#### Cement

- Clinker
- Cement
- Lime



### Operations Management

We assist clients in improving operatinal performance - increased throughput, superior product quality, reduced production cost, improved yield, and increased process efficiency & reliability. We identify for them the opportunities for improvement. This involves analysing company's processes using cost model at every stages.

Services	Offerings
Operations Audit	Productivity, Energy, and Technical audit
Process Risk Analysis	<ul> <li>Hazard &amp; Operability (HAZOP) study</li> </ul>
Reliability Study	Failure Modes & Effects Analysis (FMEA)
Cost Management	Value analysis
Operational Performance	Benchmarking of KPI
Quality improvement	Six Sigma & Statistical Quality Control (SQC)

### Regulatory Services

For clients interested to reduce pollution from their processes, we perform audit, review, assessment to ensure business operations follow required regulatory norms as laid out by the government. We keep our clients up-to-date on change in regulations, new updates, amendments, and changes in government policy.

Services	Offerings
Waste Regulatory	Requirement review     Product liability assessment
Environmental Regulatory	Compliance audit     Environmental Impact Assessment (EIA)
Safety Regulatory	Safety audit & OHSAS

### Sustainability Services

For companies contemplating carbon emission reduction under PAT (Perform, Achieve & Trade) scheme, we provide advice on carbon management, Life Cycle Assessment (LCA), Clean Development Mechanism (CDM) project development, energy management, and sustainability reporting.

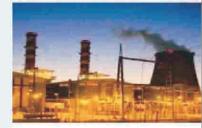
Services	Offerings
Carbon Management	<ul> <li>Carbon footprint, Emission abatement, Product labelling, Life Cycle Assessment (LCA)</li> </ul>
Energy Management	<ul> <li>Energy planning, Conservation programme</li> </ul>
CDM Project Advisory	<ul> <li>CDM pre-feasibility &amp; feasibility study; Project Validation, Monitoring &amp; Verification</li> </ul>
Sustainability Reporting	<ul> <li>Reporting GHG emission/ Inventory; Social, environment &amp; economic sustainability reporting</li> </ul>

### Special Studies

We perform one-off services in selected areas on client's request. This involves acting as legal witness, providing expert comment, and performing specialised analysis such as statistical analysis, and data mining.

#### Power

- AFBC/CFBC Boiler
- Waste Heat Recovery Boiler
- Captive Power Plant



### Engineering

- Foundry
- Wire Drawing
- Forging
- Refractory
- Bearing
- Cold Forming
- Pipes & Tubes Metal Packaging





### **Banking & Government**

- Banks
- Financial Institutions
- Ministry
- Local administration



### Eastern Resources

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