



Since 1989

A Profile

Together we can make a difference





ABOUT US

MASS CLIMB is a *joint initiative*, working with the organised as well as the unorganised sector to provide turn-key solutions.

Our aim is to develop a professional environment for our client's organisation, which in itself becomes solution oriented and sustainable for a growth towards optimum productivity, benefits and profits. We focus on imparting *consultation, planning and implementation support* by building a value-based approach which links the speed of the entrepreneur and performance of the manpower.

We also introduce our clients to further *opportunities & possibilities* of strategic alliance partnerships, joint ventures, collaborations, mergers, acquisitions and venture capitalist funding in order to establish, manage and grow their organisation to newer heights, nationally and internationally.



Management & Administration, Solutions & Services (MASS) is a *strategic management consultancy firm*, helping clients to realise and accomplish their true potential by combining research, services and domain expertise.

Founded on the ideology of giving, our aim is to nurture a foresight that helps in evolution of ethical and profitable practices to avail opportunities and pre-empt impending obstacles. We assess all available resources to provide pathways for their optimum utilisation. Our reliable expertise is based on an ongoing independent strategic research which has successfully integrated primary data from 8000+ entities since 1989.

We specialise in identifying and bridging gaps between relationships such as Industries-Institutions, Ownership-Management, Requirement-Availability, Financial partner-Working partner, Employers-Employees, Faculty members-Students, Parents-Children, Talent and Opportunity.

Career Line Institute of Multiple Businesses (CLIMB) is a *management consultancy firm, providing planning and implementation support* through which our clients and their organisations can maximise their potential.

In Industry and Academia, challenges exist due to the absence of practical application of theoretical knowledge or ideological differences between two segments within organisations. We prepare our clients to tackle these challenges effectively through our domain expertise.

Every organisation has multiple layers of leadership in which the most capable individuals can train their colleagues. Our aim is to help our clients in planning processes that encourages this understanding. This can include implementation support for expertise training, nurturing abilities and process re-modelling. Through utilisation of these pivotal tools, we enable every member of an organisation to individually and collectively contribute towards sustainable development and growth.

“To be the principal global enterprise solution provider, facilitating clients and alliances to avail growth oriented opportunities by realising their true potential.”



- To **assist** the clients in handling their key challenges through contextual, effective and simple solutions
- To **enable** the clients in order to ensure a more systematic and efficient working for optimum utilisation of resources
- To **carry-out** extensive research covering different aspects of industries and institutions
- To **bridge gaps** between different segments of an organisation for collective development and growth
- To **facilitate** alliances with different organisations and/or individuals to leverage various growth potentials

We believe that proper assimilation of resources, correct know-how of opportunities and professional workforce, when merged with the right aggression, is the best recipe for building optimum productivity of any organisation. We also recognise that the client's benefit lies in timely deployment of assimilated resources in the best possible manner. On the basis of this understanding, we **believe in giving**, so they can realise their true potential and fulfil their vision.

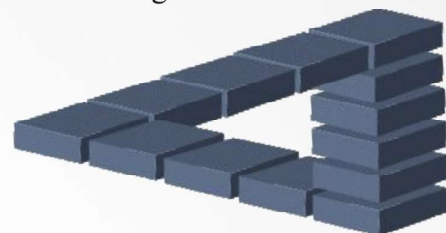
Identification, establishment and success of a venture is a big challenge for any entity. An effective strategy is required to ensure the success of any existing or new venture; it helps entities to explore opportunities, maximise revenue, manage and sustain growth.

We systematically evaluate all the requirements in terms of profitability, productivity, quality, manpower, finance, diversification & multiplication or development & growth to provide **simple and effective strategies** which enable us to provide turn-key solutions.

Our approach to resolve impending obstacles includes:

- Conceptualising & Framing of Ideas
- Arranging required investment for a venture
- Identification & Recruitment of capable manpower
- Devising incentive policy for the manpower
- Formulating manpower appraisal system
- Developing a professional business system and hierarchy
- Developing suitable work-delegation processes
- Documentation of business processes and formats
- Introducing appropriate technology within the system
- Introducing suitable associations and alliances
- Creating understanding amongst working partners, investors or owners
- Promoting the venture, including advertising and branding

And More



- Business Planning
- Process Planning
- Financial Planning
- Management Planning
- Quality-control Planning
- Marketing & Sales Planning
- Recession Planning
- Family Business Planning
- Entrepreneurship Development
- Distributor & Retail Development
- Research, Development & Innovation
- Productivity Measures & Enhancement
- Human Resource Planning & Development
- Restructuring, Remodelling, Integration & Value-Addition
- Brand Promotion, Brand Image & Brand Equity
- Project & Product Management



Expansion & Growth

Set-up of New Ventures

Self-dependent & Self-sustained Venture(s)

Business Multiplication & Diversification

Family business to Business family

Tie-ups – Alliances, Joint Ventures or Collaborations

Access to New Markets, nationally & internationally

Creative Vision

Branding

Manpower Recruitment & Retention

Control Structure

Organisational effectiveness & Value-Addition

And More



OUR EXPERTISE

Family businesses are less visible but more pervasive in the global business scenario. Latent potential of many family businesses are not harnessed because of intra-family challenges. These occur within relationships such as parents, children, siblings, in-laws, etc. Some of these challenges include:

- Differences in perspective due to generation gap
- Inadequate division of resources within the family
- Lack of capability in the next generation to run the business
- Difficulties in transferring legacy
- Disagreements and clashes stemming from marital bonds

We are a pioneer in enabling family businesses.

- Bridging approach within the family
- Fostering a professional environment in family businesses
- Grooming and enabling the next generation
- Restructuring the business, and mapping of family members according to capability
- Developing and maintaining compatibility among different generations
- Updating the preceding generation on latest developments



ENTREPRENEURSHIP DEVELOPMENT

Entrepreneurship is a talent to form a clear approach towards a venture. It is an art of deploying available resources, appropriate know-how and capable manpower to steer the venture forward.

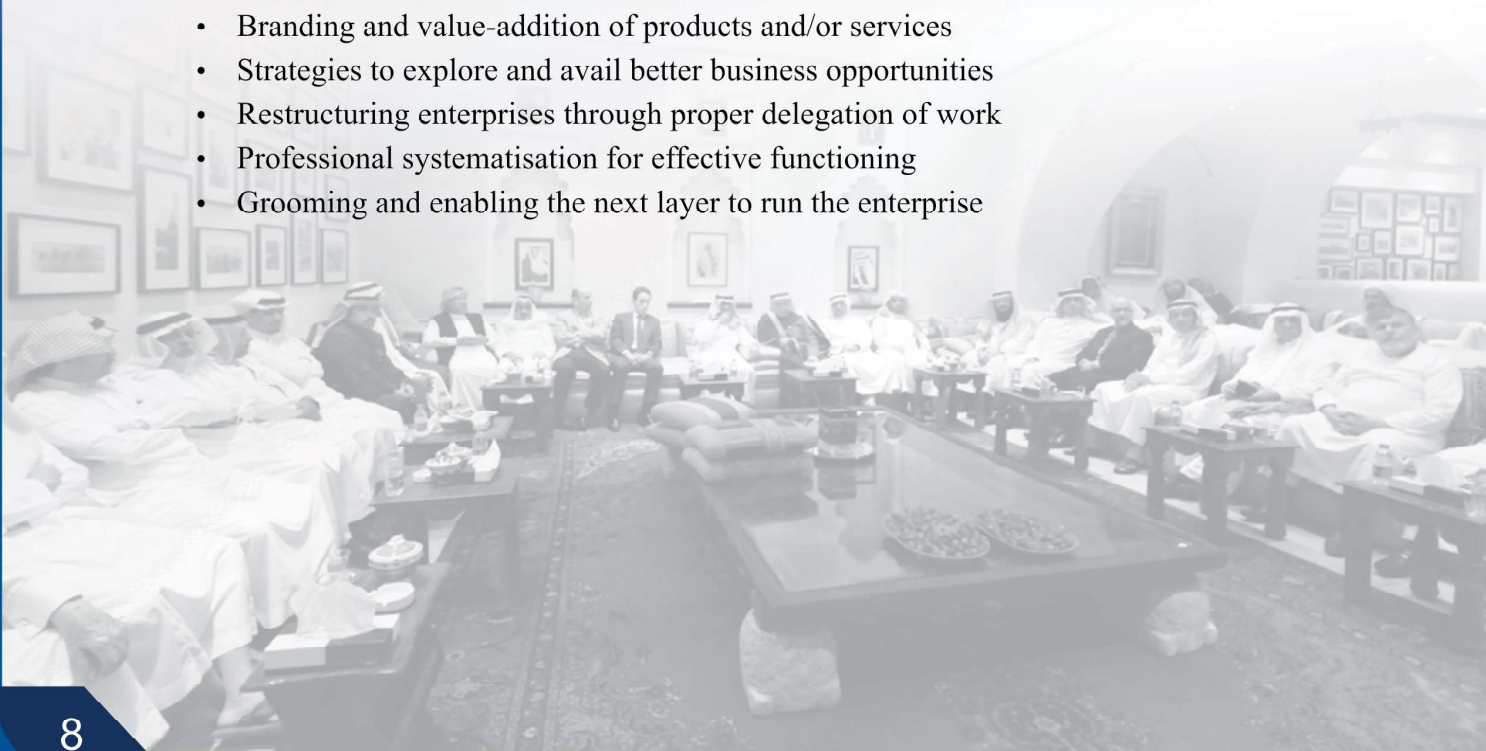
In this competitive era of globalisation, an entrepreneur faces a range of challenges like:

- Expansion and/or diversification of the enterprise
- Shrinking profit margins and ineffective revenue model
- Differences of perspective with working partners/investors/owners
- Shortfall of resources, such as capital investment
- Identification, recruitment and retention of capable manpower
- Standardisation and structuring of enterprise
- Career planning for the next layer
- Insufficient time for social affiliations

We have been charting roadmaps for enterprises to steer them to success.

BENEFITS

- Identification of a suitable venture for expansion and/or diversification
- Funding for the existing or upcoming ventures
- Building mutually rewarding tie-ups for optimum utilisation of resources
- Launch of products and/or services in national and international market
- Branding and value-addition of products and/or services
- Strategies to explore and avail better business opportunities
- Restructuring enterprises through proper delegation of work
- Professional systematisation for effective functioning
- Grooming and enabling the next layer to run the enterprise



EXECUTIVE & WORKFORCE CONDITIONING

There is a lack of symbiosis between the entrepreneur, executive and workforce. This is due to differences in ideology or methodology. Many blind spots exist within individuals and/or organisations because of insufficient internal-evaluation. This creates many challenges such as

- Fear in the executive & workforce to voice disagreements
- Dispassionate executive and/or workforce
- Lack of development and retention of talent within executive & workforce
- Ineffective exchange of constructive ideas
- Unsuccessful implementation of plans, projects or ventures

We have been developing skills and abilities for executives & workforce through interaction and advisory sessions to attain desired results.

BENEFITS

- Inculcating a sense of initiation and responsibility
- Indoctrinating leadership skills and behavioural conditioning
- Embedding a winning business-development attitude
- Inducing belongingness to the vision of the organisation
- Developing roadmaps for individuals to grow within the organisation
- Enhancing skill-sets to mitigate and/or resolve complex business crises
- Encouraging orientation of roles towards organisational requirements





INSTITUTIONAL SERVICES

The education sector is undergoing major upheaval today. The gap between academic knowledge and the industrial requirement is rapidly widening. This contributes to an increasing rate of unemployment, and at the same time, the requirement of skilled executive-workforce in the industry is increasing. Many students are misguided or led towards a career which does not suit their aptitude or interest.

We concentrate on filling these gaps through our domain expertise, researched inputs & insights, and our experience with various industrial clients. We believe in working holistically with different entities of an institution, including the ownership, management, faculty members and students.

By utilising tools such as workshops, seminars, projects and conferences, we have been ferrying institutions and students towards the shore of a rewarding career.

OUR ENGAGEMENT WITH FACULTY MEMBERS INCLUDES:

- Current and future requirements of the industry
- Past, ongoing and upcoming challenges
- Expectations from graduating students of the institutions
- Strategy for everyone to avail opportunities like live projects, consulting assignments, interface between industries and institutions, etc.

BENEFITS

- Timely identification of challenges to the development of students
- Assisting faculty members in formulating strategies to counter these challenges
- Insights to guide and train students as per the expectations of their prospective employers
- Updated modules and inputs for specialised sectors and technology related requirements

OUR ENGAGEMENT WITH STUDENTS INCLUDES:

- Individual career counselling sessions and guidance to students
- Assessment from an industrial point of view
- Sessions and trainings for specific and multiple industries
- Development of entrepreneurial acumen
- Mock interviews

BENEFITS

- Orientation towards a successful career path based on aptitude and interest
- Utilisation of available resources efficiently to avail opportunities
- Personality development through skill-set training in communication, language, documentation, technology, etc.
- Opportunities to students for direct integration with industry



OUR CLIENTS

Our belief in building a fruitful relationship has earned us the confidence of 1860+ satisfied clients. We have been serving them nationally and internationally with utmost professionalism and dedication.

Some of our clients are:

INDUSTRIAL CLIENTS

- INSDOC
- ModiLuft
- Spectranet Ltd.
- Punj Lloyd Ltd.
- Indec Overseas
- Gabriel India Ltd.
- State Bank of India
- Indian Oil Corporation
- Indian Olympic Association
- Hi-Lex India Pvt. Ltd.
- Previously Machino TSK Nippon Cable Pvt. Ltd.
- Central Railway Information System (CRIS)
- National Highway Authority of India (NHAI)
- Delhi State Haj Committee
- Q-Line Electronics L.L.C., Dubai, UAE
- Crompton Greaves
- Aura Fusion Inc. USA
- Canon India Pvt. Ltd.
- CMC Ltd.
- Bharat Brass & Silver Mfg. Co.
- King of Computers L.L.C., UAE
- Garment House
- Asif International, Japan
- Weavette Fashions Pvt. Ltd.
- Rex (U&A) Remedies Pvt. Ltd.
- M H Polymers Pvt. Ltd.
- Nature & Nurture Healthcare Pvt. Ltd.
- Universal Trading Co.
- M. M. Enterprises
- Allied Trading Corporation
- 54° East Group, UAE
- Moser Baer Solar Limited (MBSL)
- Karim's Hotels Pvt. Ltd.
- M K Velvets Pvt. Ltd.
- Foot Care Corporation
- Mini Tin Syndicate Pvt. Ltd.
- Purshotam Industries Limited
- Al-Harmain Pharma (India) Pvt. Ltd.
- H M Doyal and Company
- Thind Infotech Pvt. Ltd.
- Velocis System Private Limited
- Previously O A Comp Serve Pvt. Ltd.
- Dandy Collections
- Sai International
- J. K. Industries Ltd.
- Aero Exports
- Aero Line
- Toshiba Corporation Ltd.
- Quality Computers L.L.C., UAE (TOUCHMATE)
- Oil and Natural Gas Corporation Ltd.
- Jain Udhay Group
- Cosmic Structures Ltd.
- Cosmic Eagle Brands Pvt. Ltd.
- Shri Shyam Drug Store
- Selective Realtors Pvt. Ltd.
- G H Agencies
- G H Textiles & Sarees
- Hindustan Investments
- Shri Laxmi Archcon Pvt. Ltd.
- Anant Creation Pvt. Ltd.
- Azad Coach Pvt. Ltd.
- Al-Terais Group



INSTITUTIONAL CLIENTS

- UNICEF (Afghanistan)
 - Swiss Agency for Development & Cooperation
 - Bharati Vidyapeeth Deemed University (BVIMR)
 - Institute for Psychotherapy and Management Sciences (IPMS)
 - Bhai Gurdas Institute of Management & Technology
 - Bhai Gurdas Institute of Engineering & Technology
 - Al-Barkaat Institute of Management Studies
 - Shubh Deep Ayurvedic Medical College
 - Hamdard University
 - Om Ayurved Medical College
 - Veena Vadini Ayurved College & Hospital
 - Dhanwantary Ayurvedic College & Dabur-Dhanwantary Hospital
 - Modern Public School, Uttar Pradesh, India
 - Aligarh Muslim University
 - Pt. Dr. Shiv Shakti Lal Sharma Ayurved College
 - IMT, Haryana, India
 - Association of Private Ayurvedic Colleges of Madhya Pradesh
 - Rajeev Gandhi Ayurved College
 - Rani Dullaiya Smriti Ayurvedic College
 - College of Ayurvedic Medicine & Hospital
 - Smt. Dhariya Prabhadevi Sojatia Ayurved Medical College
 - Acharya Gyan Ayurvedic College and Hospital
 - Al – Barkaat Educational Institutions
 - Aligarh Unani & Ayurvedic Medical College & Hospital
 - Allama Iqbal Unani Medical College
 - Faculty of Management Studies & Research, AMU
 - Coaching & Guidance Centre, AMU
 - Al – Barkaat Public School
 - Fatehpuri Muslim Sr. Sec. School, Delhi
 - Mewar University
 - Institute of Marketing & Management (IMM)
 - Indira Memorial Educational Society (IMES)
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SOME SUCCESS STORIES

- ✓ Structured and formulated strategies for value-addition, for a UAE based group of 32 companies (manufacturing 1100+ products ranging from computers, accessories, peripherals, house hold appliances, mobiles, software, etc. and distribution in 60 countries across the globe)
- ✓ Formulated a strategy for launching consumer-electronics of a Singapore based group in India, UAE and the Middle East
- ✓ Conducted preliminary survey to start an educational institution in India by a US-based group
- ✓ Provided consultation for systemisation of the ongoing business activities of a company dealing in ready-made garments along with value-addition aspects and launch of their products in Middle-Eastern market, especially Dubai
- ✓ Formulated a strategy for the promotion of the beauty and healthcare herbal products in International market
- ✓ Assisted in industry orientation and placement of the students from professional courses like MBA, MCA, engineering, medical science, etc. for highly reputed universities and colleges
- ✓ Provided consultation for national and international launch of products of a company, manufacturing and distributing herbal beauty and healthcare products
- ✓ Negotiated to get investment from an European investor for a joint venture for an export company
- ✓ Transformed an export company from traditional to a professional system
- ✓ Transformed a real-estate company from traditional to a professional system
- ✓ Conducted medical entrance test for admissions in all private medical colleges of Madhya Pradesh in 2006 and 2007
- ✓ Strategized value-addition for an educational group running senior secondary schools, B.Ed. and management colleges to specifically fulfil the vision and mission of the promoters
- ✓ Provided consultation for establishing a software company in Japan
- ✓ Negotiated with the renowned international company, General Electric on behalf of a client to get the exclusive distributorship of their product line for India and other SAARC countries

And More

COMMENTS FROM OUR CLIENTS

India

"Very informative meeting (at MASS CLIMB) with simplistic view of how businesses can grow through strategic alliances in different sector and countries with special emphasis on Saudi Arabia/GCC etc. I see future discussion emerging in the right direction."

Dr. Rajesh Jain
Joint Managing Director
Panacea Biotec Ltd.

"Thank you (MASS CLIMB) for your intent to explore options for investors. I am extremely happy to see potential investors. Very good visit, good background work and satisfactory."

K N Subramaniam
CEO, Moser Baer Solar Ltd.

"Awesome, really a great experience, very innovative techniques, brain storming (at MASS CLIMB). I want to make it all permanent part of life. I never thought about it all may be like it. Being sorrow for late experiencing. Project report is perfect. I have exactly no words for my expression. This is, for me, a dream project report."

Dr. B S Tomar
Founder Secretary
Indira Memorial Educational Society

"We thank you (MASS CLIMB) very much for such an in-depth study and highlighting some of the very key issues. It certainly speaks volumes on your expertise and ability to identify the grey areas and bringing out any organization out of crisis. We were quite moved by your words in one of the sessions that you are not only professionally associated with our group but are emotionally attached as well."

Sanjeev Kumar Jain
Managing Director
Jain Udhay International Pvt. Ltd.

"I came with my own ideas as to what all I need to do. After interaction (at MASS CLIMB), I now want full guidance from Mr. Ahmad S Saood to enable me to take IMM (Institute of Marketing & Management) to great heights. Interaction with Mr. Saood is an eye-opener. I am only now looking forward to more & more guidance to move into the right direction as desired by the almighty."

Dr. Gaganjit Singh
Executive President
Instt. of Marketing & Management

COMMENTS FROM OUR CLIENTS

India

“Very good. I wish MASS CLIMB all the success. May Almighty give all the success! I wish you all the best in health, wealth and prosperity.”

S M Shakil
Chairman, M H Polymers Pvt. Ltd.

Europe

“Our company has dealt with MASS CLIMB in a way; we had not done with any of our associate in history of the company.”

Pieter Rozema
Director
Brookhuis Micro Electronics B. V.,
Netherlands

Kingdom of Saudi Arabia

“Allow me first to thank you (Mr. Ahmad S Saood) and your team members for the hard work put into these initiatives!” (April 28, 2012)

"Really surprised that despite long period of our first meeting that you came back, you still have the guts and eagerness to continue with your vision to attract Indian companies to invest in Saudi Arabia — really appreciate it and I look forward to working very closely with you as promised."

(July 08, 2014)

Meshari S. Al-Khaled
Regional Director Asia & Australia
Saudi Arabian General Investment
Authority (SAGIA)

“I am happy that in future we can do a lot of things. We will give you (MASS CLIMB) the work of all of our new companies and joint ventures.”

Sultan Salman Al Terais
Chairman, Al-Terais Group

“We would be having meetings for other venture. We would like you (Mr. Ahmad S Saood) to be there and take part in that. We may also work on that assignment with you.”

Nadeem Akhter Tarin
Executive Director, Al-Terais Group

“If you work with the right people that mean you are doing the right thing and we are sure that there are right people with you (MASS CLIMB). Anybody comes through Mr. Ahmad S Saood; we will give good co-operation from our side from visa to until projects execution.”

Hussam Al-Kahtani
Chairman, Al-Kahtani Group



COMMENTS FROM OUR CLIENTS

United Arab Emirates

“MASS CLIMB has assisted us immensely in the organizational support. Work environment and business progress has increased due to the policies put in place. We have not found any flaws in the reports given as they were tailor made to us. MASS CLIMB are more than consultants to us and have allowed us to compete and establish very strong presence in our region. We see working with MASS CLIMB is now a strategic alliance for us and a crucial part of our business to even grow more.”

Rafia AlMulla
Founder & CEO, 54° East
Executive Director- AlMulla
Holding L.L.C.

“I encourage all my teammates to come forward on way shown by Mr. Ahmad. The advices of MASS CLIMB were immensely brain-hammering. Instead of flattering with our till-date achievements, we realised what we had missed in the way to reach where we are. We could accomplish much more. Now, I not only anticipate but strongly believe that we will touch new heights of success with guidelines given by your MASS CLIMB.”

Vasant Menghani
Managing Director
Quality Group of Companies
(TOUCHMATE)

United States

“We are very happy and satisfied at personal and professional levels.” “The report of survey was found to be informative. We congratulate you and your team for assembling this comprehensive report. This will assist us immensely. Thank you again.”

Dr. I. H. Siddique
College of Veterinary Medicine,
Nursing and Allied Health

United Kingdom

“Your (MASS CLIMB’s) suggested methodology for developing a mutually beneficial alliance and attracting companies wishing to do Indian/UK business will have my thoughts and attention over the coming days. I am sure there is potential there – too often I have seen the results of UK companies attempting to establish working relationships with Indian companies without the appropriate understanding or forward ground-work. Too often expensive mistakes are made! I am sure it is the same the other way round as well! I look forward to keeping in touch and developing our ideas.”

Mike Mirams
Managing Director
Mirams Waterhouse Ltd.





CONCEPTUALIZATION TO SOLUTIONS

**“The most important
single ingredient
in the formula of success,
is knowing
how to get along
with people”**



Together we can make a difference



“Remember that winners do what losers don’t want to do.”

■ Management & Administration Solutions & Services

■ Career Line Institute of Multiple Businesses

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