



CLIENT STORY | GROWTH AND DIVERSIFICATION STRATEGY AND M&A SUPPORT FOR INDIA'S LARGEST PAINTS COMPANY

Region :
 INDIA

Consulting Services :
 GROWTH AND DIVERSIFICATION STRATEGY, TRANSACTION
 SUPPORT

CLIENT SITUATION

- The client, one of the India's largest paint manufacturers., wanted to explore opportunities in the attractive and synergistic Home Improvement space for diversification
- The client wanted to understand the business opportunity, means of establishing a consumer connect required for play in HI space, and the ideal mode of entry into the highly specialized unorganized market in order to capture a significant market share

OUR APPROACH

- The engagement spanned three phases, starting with strategy development and culminating in acquisition of a company in the Home Improvement space
- Market landscaping of the entire HI space was carried out to prioritize the most attractive categories based on market potential and competition
- Accordingly, modern kitchens space was evaluated in greater detail - including market opportunity assessment, and evaluation of potential business models of entry
- For an inorganic route to entry, targets in the modern kitchens space were shortlisted and value proposition was created to interest the potential targets
- Market due diligence was conducted, mutually acceptable business plan projections and financial models were prepared to arrive at an acquisition proposition

OUR RECOMMENDATION/ IMPACT

- Modern Kitchens category was identified as attractive and suitable for entry into Home Improvement
- An inorganic route to entry was determined to be the best approach and potential targets were shortlisted accordingly
- Transaction support was provided leading to successful acquisition of a leading modern kitchens player
- Avalon also provided post-deal support to the client for successful integration post the acquisition