

# Consultants Review

## 25 Most Promising Media & Crisis Management Consultants - 2017

The main agenda of any organization is to make its product or services familiar and reach out to its target customers. So marketing the product or services offered by the company plays a vital role. Today, in the age of digitization and technological advancements, modern media marketing has become a full time requirement rather than option for any organization.

Having said that, at present as per company's marketing is considered the overall growth depends on Internet media which sums up to 78 percent. Currently, Internet media has risen drastically from 12 percent in 2005 to 78 point percent. It becomes essential for all the companies to upgrade their website portals, mobile platforms, and also be active on all social media platforms viz. Facebook, LinkedIn, Twitter. Search Engine Optimization & Social Media Optimization creates an organic and healthy approach to marketing the company and to stand out amongst their competitors.

This is entirely one view of the organizations. Now, let us consider the exact opposite thing happening within the organization, wherein the organization is going through some serious turmoil and certain situation has erupted out of thin

air damaging the organization reputation. Resultantly, rises the need of restructuring the entire process and avoid the unnecessary after effects that are bound to happen. Having said that, the organization must not think twice to consult an expert or Crisis Management Consultants as they help these organizations to stand on their feet and deliver profitability by restructuring the entire business operations and process, evaluating the complete growth.

If we actually look at it, there is this existing co-relation that lets the organization reap success on a longer run. Hence the role of Media Consultants and Crisis Management Consultants adds impeccable value to companies' growth as they help in analyzing, restructuring the business process, promote their media marketing process of the company by providing them full time support in achieving their complete potential and invariably adding profits. Our current edition features a list of '25 Most Promising Media & Crisis Management Consultants' whose contribution has added immense value to the organizations development and has helped them achieve their desire target. The list intends to help you find an able partner to mitigate organizational risks.



### Company:

Rennar and Fraiss

### Key Person:

Rajesh Iyengar,  
 MD

### Description:

A business Consulting firm helping organizations improve performance through strategic planning & restructuring, market intelligence and audit

### Website:

rennarandfraiss.com

## Rennar & Fraiss: Complete Business Consultancy Solutions

In 2004, when Rajesh Iyengar was working with NDTV, he noticed a lot of churn across Industries and many of his friends who used to run companies were in a constant lookout for Business Process Re-Structuring (BPR). Perhaps, they were in crisis and every time they consulted an expert, there was no clear road map as such or proper guidance. Slowly noticing this behavior in the industry, Rajesh got into an informal mode and started interacting with various board members, across industries and over a period of time he finally decided to start a Business Consulting firm that involved much broader spectrum in helping organization throughout their entire business operations.

So, in June 2004 quitting his job, he shaped a Business Consulting firm called 'Rennar and Fraiss'(R&F) based in Pune, and was supported by his colleagues, who also happened to share similar vision as they ventured into the consulting space. Rajesh Iyengar who's the Managing Director at Rennar and Fraiss, has a dynamic personality and comes from a Management background and has experience across various Industries and verticals and also prior working at NDTV, he has worked for organizations like; Unilever, Pepsi in a senior management levels.

Elaborating on the challenges faced during the establishment of the company Rajesh speaks, "Initially we had lot of competition from the overseas players. Fortunately, we had a good network with us, leveraging which, we were able to compete with them, working and collaborating with 3600 consultants, industry specialists and domain experts. Gradually, escalating, we gave our clients the cost advantage as well and most of the clients who used to approach us during the time of crisis were expecting immediate results, and as we were lean and flawless in our approach, at the same time maintaining top-of-the-line quality and service standards, we were able to add it to our advantage."

From two clients at their initial stage to more than 682 clients at present R&F works through the entire spectrum of consulting. Their expertise include; Strategy Management, Risk Management, Crisis Management, HR and Finance. Having



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consulted their expertise some of their clients include; Unilever, Pepsico, ARAMCO, Petrofac, Walt Disney, Aditya Birla Group, Essar Group, Saudi Oil & Gas, Godrej, Marico, Cadila, Ranbaxy, DRL, E&Y, PWC, Apollo Hospitals and Fortis Hospitals.

R&F having been in the Consulting space for more than 12 years has achieved one milestone after another in terms of revenue and also has expanded in their consulting portfolio as well as geographically. Having said that, throwing limelight on their HR process, Rajesh adds "As a head hunter we've kept low key, although we have placed about 70 MDs and CEOs and 14,000 senior executives in different companies, thereby, we have done reasonably well in Executive Search business as well. Further, we have a national practice of Knowledge Services providing customized training programs and Management Development Programs, across industries, and Geographies, partnering with top Trainers, consultants, industry specialists and experts.

### The Road Map Ahead

As the future of this sector is directed by the changing industry norms and market trends, R&F are completely focused on consolidating their existing clients as they've reached the threshold limit, and are focused to cater their expertise in their entire business operations. "Our immediate business at the moment includes financial modeling and re-modeling of business and financial analysis, and restructuring HR of different Companies. These are the two areas that will keep us occupied thus, bringing lucrative business for us", concludes Rajesh. 