

Corporate Affairs

Client:

One of the largest Telecom Companies in India

Problem:

There was a need to develop background information on the competition including doing a lot of financial number crunching in order to help make policy level changes in the telecom regulatory framework

Approach:

To work closely with the client's corporate affairs team, identify the critical issues and work on gathering information about the competition and present a subjective analysis of the same.

Solution:

We developed critical levels of contacts in the Media and the bureaucracy and kept our ears to the ground. Information was collated and reports were developed, and then disseminated in the right circles in order to influence the desired response.

Result:

Not only was the Telecom policy framework reworked to suit the clients' business needs but also some of the competitors actually agreed to an informal truce.