

## THE GENESIS

We are a division of **Advantage-India** Consulting Pvt. Ltd., a twelve-year old Strategy Consulting & Knowledge Incubation boutique.

**ADVANTAGE-INDIA** and subsidiary, **finberry academy** pvt. ltd. rely on us for their knowledge needs.

Based on our hands-on experiences in the corporate world, we have a good feel of the kind of knowledge that practitioners need, and the challenges they face. We also have ideas on how publishing can meet these needs better - how a transformation in the prevalent mental models in publishing can benefit all stakeholders viz. practitioners, authors, trade, and the publishing houses themselves.

**StratBerry** aims to perform this value additive role in the field of strategy, finance & knowledge.

Unlike many publishers, whose competencies originate in the printing activity, our competency is knowledge. Our inhouse digitized knowledge management system complements an enviable collection of books focused on strategy, finance & investments.

We believe that sound knowledge has to be the foundation of any credible publishing service, just as good food forms the basis of any restaurant's reputation. Food for thought?!

## Sundar Sankaran Chief Knowledge Catalyst

[www.sundarS.name](http://www.sundarS.name)



An alumnus of Indian Institute of Management, Ahmedabad, Sundar is also a qualified Company Secretary and Cost Accountant. Before founding Advantage-India, Sundar held senior positions at Bajaj Auto (Pune, India) and Kotak Mahindra [Mumbai, India].

Sundar is author of bestseller, *Indian Mutual Funds Handbook*, and several other publications. His blend of research orientation and industry feel is well recognised in industry.

Among other affiliations, Sundar is a member of the *Finance and Banking Committee* and *Accounting Standards Committee* of the Indian Merchants' Chamber.

Across consulting (Advantage-India), publishing (StratBerry) and education (Finberry Academy), Sundar leads a team of content developers, faculty and other knowledge-based professionals to deliver superior value to clients.

## OUR SERVICES

Learning-savvy organisations engage us as their knowledge partner. This means that StratBerry is responsible for delivering the learning requirements of the organisation for an agreed period of time.

We can support the learning requirements of professionals across hierarchies. Clients can be from any sector/industry.

Given the diverse learning styles and learning capabilities of people at different levels, the forms of learning would vary, as also the delivery style. For instance, the information / knowledge can be packaged into films or cartoons too. The aim is to ensure optimum learning in the most relevant context.

Some of the typical learning formats are as follows:

### **Outsourced Strategic Management Oriented Smart Information Support (OSMOSIS)**

We support the strategic management activities of your organisation.

### **Corporate Identity Authoring (CIA)**

We author a research-oriented book on your group, company, business or leader.

### **Material for Seminars, Training, Education & Research (MASTER)**

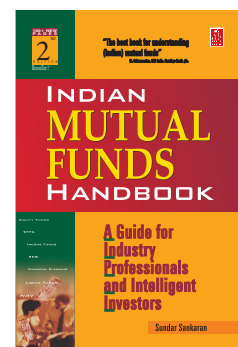
We provide the knowledge inputs to make these initiatives, a success.

### **Berries**

Berries are part of our core concept of learning in parts with fun. The Berries are knowledge capsules - short, simple, to the point, and easily accessible. By bringing in a fun element, Berries enhance the participants' inclination to learn.

Feel free to get in touch with us at [info@stratberry.com](mailto:info@stratberry.com) for a customised knowledge offering for your team.

A runaway bestseller,  
year after year,  
since 2003



[www.imfh.info](http://www.imfh.info)

## AFEW EXPERIENCES

1. We developed knowledge products for the Indian subsidiary of a global financial sector powerhouse. Our role included program development, 'train the trainer' workshops, ongoing knowledge updation of the trainers, and evaluation of the programs conducted by them.
2. We developed the courseware on "Securities Market & Products" and "Financial Planning" for Indian Institute of Banking & Finance.
3. We developed the courseware for mandatory certification of Mutual Fund Distributors on behalf of National Institute of Securities Market (a subsidiary of SEBI).
4. On behalf of an elite all-India institution, we have developed courseware on Banking, Capital Markets, Derivatives & Mutual Funds.
5. We knowledge-enable Advantage-India in Consulting assignments and Management Development Programs.
6. Our group company, Finberry Academy Pvt. Ltd is extensively involved in offering class-room based learning for students. We have developed the courseware for Finberry's programs.

## CONTENT FOR MANAGEMENT DEVELOPMENT PROGRAMS

**ECONVIEW**  
Developing an economic perspective  
[www.econoview.biz](http://www.econoview.biz)

**STAR<sup>k</sup>**  
Channel Strategy Grid  
[www.starkgrid.com](http://www.starkgrid.com)

**RisKey**  
Risk Management is key  
for Sustained Success  
[www.riskey.biz](http://www.riskey.biz)

**THINKSTRAT**  
Thinking Strategically  
[www.thinkstrat.biz](http://www.thinkstrat.biz)

**pondskill**  
is what YOU make of it  
[www.pondskill.biz](http://www.pondskill.biz)

**+fin**  
Finance for Non-Finance Professionals  
[www.plusfin.biz](http://www.plusfin.biz)

## CONTENT FOR STUDENT PROGRAMS

**finGeM**  
Finance & General Management Program  
[www.fingem.biz](http://www.fingem.biz)

**CERTIFICATE PROGRAM** in  
**Banking & Financial Services**

**CERTIFICATE PROGRAM** in  
**Finance** for  
*Engineers, Pharmacists, Technology Professionals*

**CERTIFICATE PROGRAM** in  
**Valuation**



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