



BLUE MIDAS
CONSULTING™

Business Consulting

Strategic Excellence for Lasting Impact

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About Blue Midas Consulting

Blue Midas Consulting is a business consulting firm that aims to provide services to various sectors. The founding team consists of people with rich engineering and management experience in diverse fields.

The team is focused on providing services to the companies belonging to the Micro, Small and Medium Enterprises i.e. MSME segment covering both strategy formulation and on ground execution.

The CEO & Founder, Mr. Sanjeev Kumar brings over 30 years of expertise at HAL in technical, supply chain, and leadership roles within the Aeronautical and Defense sectors. He has led technology transfer projects, developed indigenous jet engine fuel systems, and managed inventory for over a million aircraft parts. His leadership advanced material deliveries, improved tender transparency, and optimized resource deployment. As head of production and planning for major helicopter and aircraft projects, he synergized diverse teams and fostered innovation, always ensuring compliance and operational excellence in dynamic environments.

The Business Consultant, Mr. Manas Agrawal has completed his MBA from Indian School of Business, Hyderabad (ISB) and has Strategy & Operations and Data Analytics experience in Automotive, IT, Fintech, B2B SaaS companies and has New Product development, Financial Modelling and marketing, experience in Consumer durables sector.

Together the team brings rich hands on experience in the domain of Supply Chain, Manufacturing, Data Analytics, Optimization, Process Excellence, Marketing Strategy, Operations, Project Management, Strategic Procurement, Vendor Management, Organization structuring and Change Management

ORGANIZATION AND MANAGEMENT



Sanjeev Kumar
CEO & Founder



35+ Years of Experience



Education



Manas Agrawal
Chief Business Consultant



10+ Years of Experience



Education

Vision and Mission



VISION

To be the trusted partner for MSMEs across diverse sectors, enabling sustainable growth and innovation through world-class consulting services in strategy, operations, and execution, thereby empowering businesses to achieve their full potential and thrive in a dynamic marketplace.



MISSION

At Blue Midas Consulting, we are committed to delivering tailored solutions to Micro, Small, and Medium Enterprises (MSMEs). Leveraging our deep expertise in engineering, management, and data analytics, we help businesses overcome challenges in supply chain, operations, and strategy.

By focusing on execution we aim to drive measurable improvements in performance, efficiency, and competitiveness across industries to help our clients achieve their business goals and create long-term value.

Services Offered

1

Operations Consulting

- Lean Management
- Process Excellence
- Six Sigma projects: Quality Improvement
- Statistical Quality Control
- Predictive Analytics: Maintenance Planning
- Mathematical Optimization: Operations Research
- Risk Management
- Cost Optimization
- Project Management:
- ROI Calculation
- Detailed Project Planning
- Execution & Change Management

2

Data Analytics

First Stage: If Structured data is not available:

- Implement Data Structure for data analytics
- Implement Data Storage, Retrieval and Backup

Second Stage: When Structured data is available:

- Supervised Machine Learning
- Unsupervised Machine Learning
- Data Analytics: Decision Making
- Data Visualization: Central Dashboards
- Time Series Forecasting
- Deep Learning
- Explainable AI
- Machine Learning Operations

3

Marketing Strategy - New Product Development & Existing Product

- Marketing Analytics
- Business Case Development
- Financial Modelling
- Pricing Strategy
- Market Sizing
- Go to Market Strategy
- Competitor Analysis
- Inbound and Outbound Marketing
- Revenue Optimization
- Channel Analysis
- Lead Generation
- Sales Funnel Optimization

Services Offered

4

Supply Chain Management

- Supply Chain Analytics
- Bottle Neck Identification
- Throughput improvement
- Inventory Management
- Inventory Optimization
- Supply Chain Design
- Production Planning

5

Digital Transformation

- Website Development
- Web Analytics
- Reports and Work Automation
- Project Management Tools
- Change Management
- Knowledge Management
- Setup of New Sales Channels
- Setting up Management Information System

6

Strategic Procurement & Budgeting

Procurement:

- Contract Guidance
- Vendor Quality Management
- Zero based Costing

Budget:

- Variance Analysis
- Management Accounting

7

Performance Management, Training and Standardization

Strategic Performance Management:

- Balanced Score Card
- Key Performance Indicators designing and tracking
- Global Strategic management.

Training: Gap Analysis and Recommendations

Standardization: SOP and Playbooks

8

Start Up Guidance

- Steps to Initiate Startup
- Market Analysis for startup / Idea feasibility

Proposed Methodology

Our consulting process follows a structured nine-step approach to deliver effective solutions for your business needs:

Sign Non-Disclosure Agreement: We begin by ensuring confidentiality to protect your business information.

Problem Definition: We work with you to clearly define the core business challenge or opportunity.

Situation / Gap Analysis: Our team analyzes the current state to identify key gaps and improvement areas.

Agreement Signoff: We formalize the project scope and objectives through a mutual agreement.

Data Collection & Analysis: Relevant data is gathered and analyzed to uncover insights and root causes.

Strategy Formulation: We develop tailored strategies using proven methodologies such as Lean Six Sigma and Business Process Reengineering.

Implementation: Our consultants guide your team through the execution of recommended solutions.

Performance Monitoring & Adjustment: We track results, making adjustments as needed to ensure measurable outcomes.

Handover: Comprehensive documentation and knowledge transfer empower your team to sustain improvements.

This concise, step-by-step methodology ensures transparency, efficiency, and lasting value for every consulting engagement.



For enquiries, contact us.



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