



AXIOM
Business Consulting & Enterprise

We make things better

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Welcome To AXIOM

**We make things
better**



Profile

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Profile of the Consultant

L. Dakshina Murthy is based in Chennai, in the state of Tamil Nadu, in India. He has more than 25 years of professional experience in managerial positions in the manufacturing, IT and microfinance industries; more than 15 years of research experience in the field of modern financial products, and; has been an entrepreneur dealing in the export and import of various goods, such as agriculture produce, meat, garments, handicrafts and even Heavy Melting Steel (HMS) scrap, for more than five years. He is also an AMFI-certified mutual fund advisor.

He holds a postgraduate diploma in business administration and marketing management and a post graduation in hospital management.

On the personal front, his interests include philately, phillumeny and numismatics. He is also an avid movie-watcher and watches movies in a multitude of languages from all corners of the world.

Axiom Business Consulting & Enterprise – ABC

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AXIOM

A statement or principle that is generally accepted as true but one that need not actually be true

A formal statement or principle in mathematics, science, etc. from which other statements can be derived

– Cambridge Dictionary

ABC

That these three letters form the beginning of the English alphabet is the truth...but not quite the whole truth.

Do these letters form the complete alphabet? NO!

Do they form an acronym that serves as a convenient way for you to remember and connect with us? YES!

LOGO



Is it a cube? A prism? Perhaps a square or a hexagon?

This static logo can transform into anything you dream of, when viewed with a vivid imagination and a dynamic mind.

Colours

We deploy a synthesis of the Red & Blue Ocean strategies – the Red Ocean that symbolises the busy marketplace with cutthroat competition that makes the ocean turn bloody red and the Blue Ocean that signifies unexplored, uncharted territory and opportunities, quite like the vast, blue, unfathomable depths of the ocean.

Come; take a step forward with us, from living in the present to embracing the new...



Mission

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Mission

At ABC, our mission is to provide practical solutions for your business needs, whatever they may be.

Sounds simple? We call it clarity.

In our experience of looking for those solutions that are the right fit for a particular business need, we have had to encounter and deal with nuanced situations and problems, often having to sacrifice our time, our ego and our already-learned knowledge in the face of challenging circumstances and tight schedules. We have, painstakingly, arrived at our signature approach to tackling an issue. This involves asking ourselves a set of seemingly simple questions but ones that unfold in all their complexity as we probe further:

Do we really need this? At this price? At this time? Enduring this amount of pain?

If these questions go unanswered at the initial stage, we persist in our enquiry, knocking at every door in our minds and leaving no stone unturned to arrive at the truth. This honest perseverance pays off when we eventually find our answers – ensuring that our next steps amount to a smooth 'plug and play'.

At ABC, we strive to turn your expensive investment of time and money into a hard-won success story.



Management Consulting

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Management Consulting

We offer viable and sustainable management consulting, whether for a start-up or an on-going business, across all industries. We aim to be your trusted partners in every aspect of your business, whether you wish to:

- Float a company for start-ups suitable to future developments
- Raise funding the smart way
- Set up a business in India or float an offshore company
- Expand & diversify
- Streamline existing processes and services
- Dabble in anything related to imports & exports

Whether your needs are simple or complex, small or big, we are your trusted partners. We understand that growing companies need a respite from the punishing schedule of all of the activities listed above, so that they can allot quality time to other essential aspects of running a business, such as maintaining employee enthusiasm, scaling the business, building and managing office space, handling internal company communications, workflow and process flow, ensuring alignment of all activities with company goals and much more. We let you focus on these internal mechanisms, while we do the external legwork for you.

We believe in honestly letting you know if what you need or propose is beyond our scope, even if only temporarily. As consultants, we only have a broad and general view of your business and what it needs. We are the first to accept that, unlike you - the business founders and visionaries - we may not possess the required breadth of knowledge and the passion and emotional connect needed to pull off certain strategies. We do not employ fancy jargon or make promises that we can't match, as we know that best results are achieved when we are on the same page with you, our client.

Financial Advice

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Financial Advice

We understand that the world of finance is a complex web, always taking on new forms. We at ABC are committed to helping you understand complex financial transactions. We firmly believe that information and learning are the keys to unlocking your financial potential and achieving your financial goals. We make sure you have all the information and awareness you need about the following financial services and facilities, so that you are equipped to take an informed decision in the best interests of your business:

- Stand by Letter of Credit (SBLC)
- Bank Guarantee (BG)
- Collateralized Mortgage Obligation (CMO)
- Medium Term Note (MTN)
- Private Placement Program (PPP)
- Trading program & platforms
- Lease and purchase of SBLC & BG
- Purchase & sale of MTNs
- Rated and unrated banks and institutions
- Advance payments and protections
- Brokers/Intermediaries/Compliance officers/Intake people, etc.

If some of the financial instruments listed above look 'Greek and Latin' or are little known to you – fear not. We have sound knowledge of each of these and will guide you in how best to tap the potential of each of these instruments, so as to cater to your finance needs.

At ABC, we help you integrate financial consulting into your organization for the smooth flow of your business. This will help you align your production/services with your overall goals, maintain employee enthusiasm and meet your financial needs. We also propose smart, alternative means for you to fund your business, by utilising 'non-recourse' funding, so as to not leave a hole in your equity holding pattern.

Hybrid Financing

Defined conventionally, hybrid financing is a form of financial security that combines two or more financial instruments. It is usually a mix of debt and equity. Leave aside your traditional banking and finance knowledge for a moment and engage with us to learn more about new-age finance methods that will excite you. We promise not to bombard you with anything unfamiliar; rather, we provide you with the knowledge of what is happening around you in the banking and finance framework, in order to give you a deep insight into this system.

Integration

Any business is expected to maintain stable sales, make profits and keep up employee enthusiasm.

Business owners and seasoned professionals know that 'debt' sucks away the life of a business. It forces you to bring in investors into the business environment, supposedly to reduce risk arising from debt, but in the process also diluting your equity holding pattern.

We analyse and recommend insurance packages for all categories - general, life, health (for groups and individuals) - and mutual funds. We work with certified professionals to design investment portfolios of Hindu Undivided Families (HUFs), High Net-Worth Individuals (HNIs) and Ultra High Net-Worth Individuals (UHNIs) to meet their comprehensive financial needs.

Real Estate Consulting

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Real Estate Consulting

As business owners and entrepreneurs know, or find out quickly, works related to real estate are very strenuous and any non-compliance may cost one dearly. At ABC, we admit upfront that our strength is currently limited to the state of Tamil Nadu for work related to real estate. We pride ourselves in our familiarity with all the geographical advantages and disadvantages of every corner of the state when it comes to buying or selling apartments, independent houses/villas, plots, industrial and commercial spaces, office and manufacturing buildings, agricultural lands, estates and beach houses etc. Our portfolio of services offered includes:

- Dealing with legal and other statutory requirements
- Interacting with clients to create a design for any specific requirement
- Estimating the budget
- Coordinating with architects, vendors and contractors for any type of construction project
- Handling the maintenance, restoration, reconstruction, renovation and upkeep of all types of properties

Food and Beverage Consulting

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Food and Beverage Consulting

Are you passionate about being part of the ever-growing Food & Beverage (F&B) industry? Whether it's a small venue or a designer food studio you have in mind, look no further than us - at ABC, we help you indulge your passion by offering professional advice with an eye on your investment.

We advise you on a range of aspects, including:

- Fine-tuning the USP
- Choosing the right name, locality and target segment
- Designing, from cart to restaurant
- Curating the menu
- Pricing
- Choosing the right machinery and utensils, packaging material and type of labelling
- Deciding on the process of checkout - ordering → preparation → delivery

We also advise you on the entire cycle of food and beverage production and distribution, starting from material sourcing, manufacturing and packaging to market analysis, branding, pricing, distribution channels, meeting all legal formalities, etc.



Enterprise Solutions

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Enterprise Solutions

ABC is foraying into the enterprise space, wherein we oversee traditional marketing and distribution and trading of multiple commodities in domestic and foreign markets. We also plan to have a digital presence to extend our scope of operations in this space.

What we do and how we do it

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What we do - and how we do it

'Seek knowledge' - an age-old principle that has morphed into 'seek and validate knowledge' in the digital age. At the click of a mouse and the touch of a button, you have all the information you need, and more, and in multiple forms - text, audio and video. Sometimes, it can get overwhelming when you are spoilt for choice on a single topic.

That's where we, at ABC, come in. Whether it's related to manufacturing or service, whether its technology, people or policy, we share our thoughts, experience and in-depth knowledge in order to help you validate all the data that you have accumulated.

We interact with decision makers. We do not present to groups, we do not put forward our ideas in fancy presentation formats and we do not offer reams of paperwork or material for you to labour over.

All we do is



That's how we work - a simple, yet systematic approach that produces the desired results while optimising time and cost.

What we don't do

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What we don't do

We do not sell products or recommend a company for a particular need. In fact, we do not impose our preferences on you in any way. We merely present some choices to you, from our list of tested and proven vendors.

We leave it to you to analyse your needs and enable you to select and procure them from appropriate sources. We believe knowledge is power - and we aim to empower you to make the best decisions in the interests of your business.

Contact With Us

[Home](#) | [Contact Us](#)



Get in Touch

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