



# THE INDIA CONSULTING MARKET IN 2018

*Understand where to target your investment, how to plan your business effectively, and the competitive landscape in which you operate. Including market sizing data, growth rates, current market trends, and forecasts.*

# CONTENTS

## INDIA SUMMARY

Provides an at-a-glance view of the main trends in the market alongside key statistics.

Executive summary	3
India overview	4
Explore the data	8

## THE INDIA MARKET—WHAT YOU NEED TO KNOW

Explores the key trends and topics that are front of mind for consulting firms in this market right now.

Taxes and tariffs	9
Digitisation changes everything	11
A talent challenge that won't quit	15

## MARKET DATA

Looks at growth, sizing, and forecast data split by sector, service, and consulting firm type, together with analyst insight about what's happening in the market.

Sectors	22
Services	33
Consulting firms	41

## FORECAST

A consultant view of what's likely to happen in the market in 2018 alongside a summary of forecast growth figures for 2018 by sector, service, and consulting firm type.

The consultant view	44
Projections for 2018	45
Forecasts for 2019	48

## ABOUT THIS REPORT

Our report draws on three main sources:

- Our global consulting data model with 9.7m data points
- Our interviews with senior management consultants from a range of consulting firms
- Our in-depth desk research on the market

A detailed view of our methodology and more information about Source can be found below.

Methodology	51
Definitions of sectors and services	52
Contributors	55
About the authors	56
Source report programmes	57
About Source	59

# INDIA OVERVIEW

## GROWTH **ECONOMY** ROBUST TAX DIGITAL **STRONG** TALENT DATA **BUOYANT** TECHNOLOGY

2017 was an excellent year for consultants working in India, with the market expanding 18.2% to reach a total value of US\$2,463m. That's a significant improvement on 2016's already-healthy performance, when the market grew just below 14%.

Consultants credit several factors for driving solid demand across all sectors and service lines. First and foremost, India's economy remains strong and is continuing to diversify, resulting in a market full of clients ready and able to invest in their ongoing health. An improved business environment (last year, India finally cracked the top 100 on the World Bank's ease of doing business index<sup>1</sup>) has improved domestic client confidence, helped to attract foreign investment, and increased the level of competition seen across numerous industries—an all-around win for consultants.

*The Indian economy has become increasingly investor friendly and well regulated, which is driving inward investment.*

Ram Sarvepalli, EY

*India's economy has been led by consumption-driven growth the last couple of years. As more consumers spend, it also provides more capital for companies to invest, which increases demand for our services.*

Aashish Chandorkar, Capgemini Consulting

*There is a lot of competition from India technology companies backed by Softbank's vision fund and international companies. This is fuelling the Indian economy. For example, Ola is going head to head with Uber, whilst Flipkart is rivalling Amazon. This is good news for the Indian economy and will lead to consulting work.*

Senior management consultant, India

Economic confidence and increased competition have further combined with the hastening uptake of new technology to drive disruption across India's economy, also helping to keep consultants busy. Consumer-facing businesses are eager to increase and improve their online presence in response to changing customer demand and the need to keep pace with new, digitally savvy competitors. Meanwhile, organisations across all sectors are eager to make use of digital tools in the back office to improve efficiency and cut costs. The initiation of the GST and, to a lesser extent, demonetisation also helped shake up this market in 2017, initially triggering a brief slowdown in consulting demand before generating work for those consultants able to help clients adapt to the new tax regime.

1 BBC, *What the Indian economy in 2017 can tell us about the year ahead*, Dec. 31, 2017. (Last accessed Sep. 3, 2018). Available at: <https://www.bbc.co.uk/news/world-asia-india-42510563>.

*“The Indian economy is growing and expanding in new areas. There is now a much stronger online retail presence, with Amazon and Flipkart pushing things through on that front. There are also vast numbers of start-ups that are pushing traditional companies to look at new ideas. There is disruption across so many sectors, and clients are asking consultants how to remain competitive and how to rejig their organisations for the future.”*

Shanker Gopalkrishnan, Madras Consultancy Group

*“Political disruption in India—like demonetisation—has caused a small spike in demand for consulting, but the biggest spike in demand has been because of technological disruption.”*

Arun Kumar, Eflilor

There are, however, some very real challenges to be faced in India's consulting market. The robust economy is still heavily dependent on public sector spending, which is slowing in 2018<sup>2</sup>, and the maturity gains seen in India's largest cities have yet to trickle down to other regions, which continue to hold little immediate potential for consultants.

*“Progress in India is always three steps forward, two steps back. We see a lot of development and progress in our major cities, but for that to percolate down to the second-tier cities and villages, that takes years. Companies need to know how to capture those secondary markets—like Flipkart has. As an example, Amazon in India collects cash on delivery, so people in the villages actually use the service.”*

Senior management consultant, India

Still, any challenges faced by India's consultants remain far outweighed by the market's abundant opportunities. Consulting market growth and maturation continue at pace, and that trend should continue for the foreseeable future. The market can expect a small dip in demand in early 2019, as clients take a brief decision-making hiatus in advance of the 2019 elections, but this should be short-lived, with India's eager clients looking to make up for any lost time once all the votes have been counted.

*“We are watching investment cycles and patterns very closely. The general election in the next nine months will have an impact, but the pace of investment has not decreased as yet.”*

Deepankar Sanwalka, PwC

*“The outlook remains very positive for the next four or five quarters. The only concern is the election in May 2019, which could cause some slowdown between February and June.”*

Ram Sarvepalli, EY

*“There is an election due in 2019, and that could have an effect on the market, but the momentum around business is still growing in India, and an election can't stop that. People want change and progress, and they won't let political developments stand in the way.”*

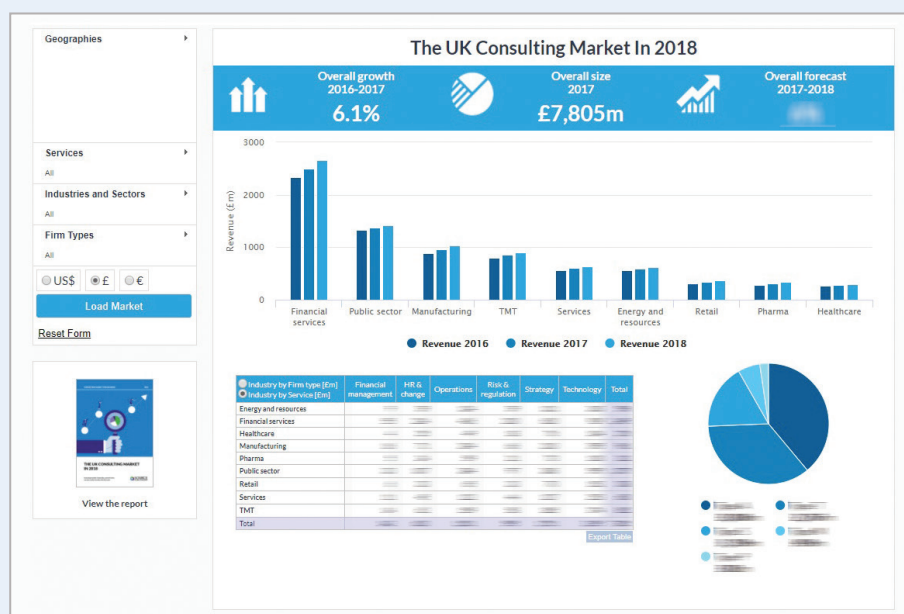
Deepak Sharma, Kanvic

<sup>2</sup> Asit Ranjan Mishra, *India's GDP growth seen decelerating to 6.5% in 2017-18 from 7.1% in 2016-17*, Live Mint, Jan. 12, 2018. (Last accessed Sep. 3, 2018). Available at: <https://www.livemint.com/Politics/v2DgcRw5J2YcdWifQOHk1K/India-GDP-growth-likely-at-65-in-201718-CSO.html>.

# EXPLORE THE DATA

All of the market size data in this report is available to explore online through our Global Consulting Data Model portal. You are able to interact with the data in more detail and create custom views of the market to suit your needs.

You can access the data via our reports page, as seen below:



Our Global Consulting Data Model is the biggest and most sophisticated model of the consulting industry available. It provides data on market size, growth rates, and forecasts across 29 sectors, six service lines, 84 countries, and five firm types. It's the platform on which a growing number of consulting firms are basing their understanding of the market and their performance within it.

[CLICK HERE TO ACCESS THE DATA](#)

# ABOUT THIS REPORT

## Methodology

### Sources

Our report is based on quantitative and qualitative research of consulting firms in India. This includes:

#### Megamodel: our global consulting data model

The quantitative data contained in this report focuses on consulting done by mid- and large-sized consulting firms (those with more than 50 consultants) and typically includes work they have carried out for mid- and large-sized clients—what we at Source call “big consulting”. It therefore reflects the “addressable” market for the majority of mid- and large-sized consulting firms; we don’t try to track the long, thin tail of work done by very small firms for very small clients, nor the contractor market, as most readers of this report would not seek or be able to compete with this part of the market. Our analysts work out the addressable size of the market through desk research, identifying the number of firms that meet our criteria, and extrapolating from that to reach a figure for the market as a whole.

Using this definition, we’ve built a bottom-up model of the global consulting market from the information we get from consulting firms and our own research, and we use it to size the industry and its growth rates. This is based on our global model which contains detailed data about almost 1,600 firms, plus higher-level estimates about a further 400,000 firms, all with more than 50 consultants apiece, in addition to comprehensive primary research carried out by Source analysts.

Please note that our 2016 baseline figures have changed a little since last year, as we have refined and implemented improvements to our research methods. We are happy to provide subscribers who bought last year’s report with a restated set of 2016 baseline figures should this be of interest.

We should emphasise that there are no standard sources of definitions of data within geographies let alone between them. We are, however, confident that the richness of our qualitative data, combined with Source’s unparalleled industry expertise, means that our analysis fairly and accurately reflects the state of the market.

All figures given in this report are in US dollars. For reference, Source is using the following exchange rates in our reports this year:

- US dollar to British pound      US\$1 = £0.78
- US dollar to euro                  US\$1 = €0.89

#### Interviews with senior consultants

In addition to our quantitative research, we interviewed 15 very senior consultants (typically the most senior person in their country) from most of the leading consulting firms in the country and many smaller local specialists to understand more about how the consulting market is performing, and what the major trends, changes, and challenges are. Throughout the year Source analysts remain plugged into the global consulting market through our bespoke research and consulting projects, adding further depth to our understanding of the consulting industry.

#### In-depth desk research

We also conducted a thorough PEST analysis in India that drills down into finer macroeconomic details on a holistic and sector-by-sector basis and allows us to fit our research into a wider macroeconomic picture.

## Definitions of sectors and services

Our definition of management consulting includes a broad range of business advisory services, but excludes:

- tax advisory
- audit
- the implementation of IT systems
- the delivery of outsourced/offshored services
- HR compensation/benefits administration and technology

Where mergers and acquisitions work is concerned, consulting on deals is included (under strategy), but corporate finance fees on deals themselves are generally not included although it is not always straightforward to separate the two.

For more information about how we classify consulting services and sectors, please see “Definitions of sectors and services”.

# CONTRIBUTORS

We are extremely grateful to all the people we spoke to for making this report possible. Below is a list of the individuals who have contributed from consulting firms (some consultants choose to remain anonymous).

Name	Job title	Firm
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Arun Kumar	Founder and Consulting Partner	Effilor
Hareesha Pattaje	Managing Director	Synechron
Neil Ramchandran	Managing Partner	Capco
Rohan Sachdev	Deputy Advisory leader for India	EY
Deepankar Sanwalka	Partner/India advisory leader	PwC
Ram Sarvepalli	Deputy Leader, Advisory Services, India	EY
Shashwat Sharma	Partner	Oliver Wyman
Deepak Sharma	Partner & co-founder	Kanvic
Rajinder Singh	Chief Mentor and Country Head	EFESO
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# ABOUT THE AUTHORS

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Alastair is a Senior Analyst at Source, specialising in the Consulting Market Trends area of the business. His responsibilities include interviewing senior consultants and clients, analysing data, writing reports, and presenting research to clients. Alastair has also championed the development of Source's philanthropic activities; encouraging the team to raise awareness and funds for Alzheimer's Research UK. Prior to joining Source, Alastair was a management consultant with PwC, working on a multitude of projects across a number of different industries and service lines.



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## B.J. Richards

B.J. is the senior editor at Source and is responsible for ensuring consistency in quality, content, and tone across the core programme. She also writes a number of our core reports and participates in Source's market research. An accomplished writer and editor, B.J. has provided strategic communications for senior executives ranging from a US senator to presidents of Harvard University. She earned her juris doctorate from the University of Georgia and is a member of the Georgia bar.



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## Callum Jack

Callum is a Senior Analyst at Source and has experience across analysis, writing and interviewing for both the company's core and bespoke products. This has covered consulting market reports, client perceptions, and strategic trends, as well as bespoke projects. Callum previously worked in consulting for Accenture and a boutique firm.



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# SOURCE REPORT PROGRAMMES



## ● MARKET TRENDS PROGRAMME

A series of detailed reports that contain the most accurate view available about the consulting market in an extensive list of countries and regions. These explore key themes, provide market sizing data, growth forecasts, and deep analysis, all backed up by extensive quantitative and qualitative research amongst consulting firms and clients.

As well as our country reports, we also produce a global view of four different sectors. These reports contain sector analysis, market sizing data, and growth forecasts at a global level, as well as breakdowns by sub-sector, service, and geography. Snapshots of content from these reports will be published earlier in the year and made available to subscribers, as tranches become available.

## ● STRATEGIC PLANNING PROGRAMME

A series of reports that take a detailed look at the big trends in the global consulting industry, interpreting them in terms of what they mean for consulting firms and who is best placed to exploit them.

## ● CLIENT PERCEPTION PROGRAMME

A series of reports based on our huge client survey, that reveal what clients think about the leading consulting firms in a number of regions and sectors. We rank the leading consulting firms in terms of clients' perceptions of things like quality and value. Data and analysis for these reports are made available to subscribers throughout the year.

As part of this programme we also publish global brand perceptions. Leveraging all the data we have about each of the world's leading consulting firms, we're able to offer insights that go far beyond traditional brand impact surveys. Choose the firms you want to benchmark yourself against, and we'll analyse how clients see your firm relative to your competitors, writing a custom report that puts you at the heart of it. Available on request.

## ● WHITE SPACE

A series of reports that analyse the quality and effectiveness of thought leadership. These are included in all White Space subscriptions.

### How to subscribe

You can either subscribe to a whole programme (the cheapest way of getting access to everything) or buy reports individually. All reports in our programmes come with a global licence, so once you've bought them you can use them anywhere in your firm.

### What's included

- A global licence.
- An executive summary (8-10 pages) highlighting key themes.
- Relevant content, updated regularly: blogs, podcasts, and spotlights.

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2018	MARKET TRENDS PROGRAMME	STRATEGIC PLANNING PROGRAMME	CLIENT PERCEPTION PROGRAMME**	WHITE SPACE
JANUARY				Hot topics in thought leadership
FEBRUARY	Forecasts for 2018 UK		In each report, we will publish the top-ranked firms for: <b>Mindshare</b> <b>Quality of work</b> <b>Value added</b> <b>Quality of work by different consulting services</b>	Quality ratings of thought leadership for the second half of 2017
MARCH	GCC DACH Benelux	Mega trend #1: Intelligent analytics	Germany part 1 US part 1 GCC part 1	
APRIL	Spain France Nordics		Germany part 2 UK part 1 US part 2	Analysis of recent thought leadership
MAY	Eastern Europe US Russia	Mega trend #2: Discover	Financial services part 1 Nordics part 1 Energy & resources part 1	Analysis of recent thought leadership
JUNE	Italy Canada	Mega trend #3: Strategy	France part 1 UK part 2 Financial services part 2	
JULY	South America Australia	Mega trend #4: Run	Healthcare part 1 France part 2	Analysis of recent thought leadership
AUGUST	Africa		Nordics part 2 TMT part 1 Energy & resources part 2	
SEPTEMBER	Planning for growth in 2019 India Energy & Resources*		Healthcare part 2 TMT part 2 GCC part 2	Quality ratings of thought leadership for the first half of 2018
OCTOBER	South East Asia Financial Services* China			
NOVEMBER	TMT* Healthcare*	Mega trend #5: How technology will shape the consulting business model of the future		
DECEMBER	*Snapshots of content from these reports will be published earlier in the year and made available to subscribers, as tranches become available.	Mega trend #6: Digital transformation	**Part 1: What our data tells us about the market. Part 2: Firm-by-firm analysis.	

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# OUR CUSTOM RESEARCH SERVICES



Over the course of the last 10 years we've worked with leaders in many of the world's biggest professional services firms, to help them find solutions to some of their most important challenges. Here are some typical examples of the kind of work we do.

## **You need to know how big your market is**

We have a global data model of the professional services industry that is the biggest and most sophisticated of its kind ever created. It provides data on market size, growth rates, and forecasts across 29 industrial sectors, six service lines, and 84 countries. It also breaks down the market by different types of firm.

We can provide you with a version of the model that's customised to fit your needs, giving you data on all the countries, sectors, and service lines that matter to you, and none that don't. But we won't stop there, unless you want us to: Our analysts will work alongside you to make the model yours, mapping our definitions to yours, so you can look at the market on your terms rather than ours.

## **You need to understand what the numbers mean for you**

For many of the firms we work with, pure data isn't enough, and nor are standard reports able to offer a view that's sufficiently tailored to their needs. In these situations, our analysts start with a blank sheet of paper, put your firm in the middle of it, and draw on all our data and knowledge—including about clients' perceptions—to build a picture of the world around you. You get a story that's laser-focused on your challenges and your opportunities, and which helps you to translate data and insight into action.

## **You're new in your role and need to understand the market for which you're now responsible**

For people who have just moved into a new role, we can create packs of information specific to a particular geography, sector, or service line. Our market sizing data can be used to quantify the market's potential, and our analysis of clients' perceptions and the competitive landscape will help you understand how best to seize the opportunities and respond to the threats.

## **You need to create clear propositions around your services**

Our research tells us that having a big brand is no longer enough: Increasingly, clients expect professional firms to have a clearly articulated proposition for each service that differentiates them from their competitors. But the best propositions aren't built in a day: Our analysis, because it's grounded in facts about clients' perceptions and behaviour, helps firms quickly cut through internal disagreement and build a clear sense of direction.

## **You need help with your inorganic growth plans**

We also work with firms that are supplementing their organic growth with acquisitions, helping buyers find and qualify suitable targets for acquisitions. Leveraging our deep knowledge of the professional services sector, we can scan the market, profile companies, and even effect introductions. Firms use our services because we're well connected in the industry, independent, and fast.

## **You need to understand how you measure up against your competitors in the minds of clients**

Understanding what your clients think about your firm is critical in today's fast-changing and highly competitive market. New circumstances demand new, expert-led strategies to brand benchmarking, and that requires both independence—to get to the real story, not the one your clients think you want to hear—and deep knowledge and data about your market and your competitors.

We usually have a head start here, because of the data we already have, but we've got all the expertise and experience that's needed to conduct new research among your clients and those of your competitors, in order to understand where your strengths and weaknesses lie, and what you need to do to stand out. The focus might be on your firm alone, but it might also be on how you can create competitive advantage over specific, named competitors.

## **You need to create better, more effective, thought leadership**

Thought leadership has come to dominate the marketing activities of professional service firms, and with good cause: Our research with clients finds consistent evidence that good thought leadership matters to them, too. It helps them to do their job, to identify where world-class capability exists in these firms, and even to shortlist firms for projects.

How well does your thought leadership measure up? We can conduct in-depth reviews to assess quality in a sample of material that's either random or defined by you, from single pieces to entire bodies of work, on an ad hoc or routine basis. We can also help you shape your approach to topics and understand what your competitors are doing, and can provide guidance about how to approach a specific piece of high-profile thought leadership.

We also recognise that good thought leadership doesn't happen by accident, but because you've put in place the right processes and engaged the interests and enthusiasm of your key subject matter experts. We help professional services firms create the foundations, organisational structure and processes for high-quality content. We can also run workshops that inspire your people and help make them more effective at creating thought leadership.

## About Source

Source Global Research is a leading provider of information about the market for professional services. Set up in 2007, Source serves the professional services industry with expert analysis, research, and reporting. We draw not only on our extensive in-house experience but also on the breadth of our relationships with both suppliers and buyers. All of our work is underpinned by our core values of intelligence, integrity, efficiency, and transparency.

For further information please visit [www.sourceglobalresearch.com](http://www.sourceglobalresearch.com)

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