

This document defines identification, management techniques and related concepts which describe main generic phases of business activities related to "ELISH Consulting Services India Private Limited"

India program management life cycle and outline related processes. This document also briefly addresses the multiple projects and other activities included in this program and their compounded benefits strategic alignment to Company's strategic vision, objectives and goals.

Company Profile

## About Elish Consulting Services India Operations

Amit Shukla

July 17, 2013

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[www.elishconsulting.com](http://www.elishconsulting.com)



**Internal Program Control #:** (This page is for Office Use Only)

| Program Name              | RPM No. |
|---------------------------|---------|
| ELISH Consulting Services | ----    |
|                           | ----    |

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**Revision History:**

| Version | Date      | Description of Revision                          | Region          | Approval & Date |
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| 1.0     | 6/23/2011 | Initial Submission                               | Los Angeles, CA |                 |
| 2.0     | 3/31/2013 | Updated to reflect India entity operation manual | Los Angeles, CA |                 |
| 3.0     | 7/19/2013 | Elish Consulting Services India Pvt Ltd.         | Kanpur, India   |                 |



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## 1. **Cover Page**

This document defines identification, management techniques and related concepts which describe main generic phases of business activities related to “Elish Consulting Services” India program management life cycle and outline related processes.

This document also briefly addresses the multiple projects and other activities included in this program, and their compounded benefits strategic alignment to Company’s strategic vision, objectives and goals.

## 2. **About Elish Consulting**

Elish Consulting is legally separate and independent entity operating through Delaware and California USA since May 2008 and INDIA since July 2013.

Elish Consulting USA

2711 Centerville Rd. Suite #120, PMB-6535 Wilmington DE 19808  
703 E California Blvd. Suite #1, Pasadena, Los Angeles County, CA 91106

Elish Consulting Services India Private Limited, INDIA

84/63, 264 Tejab Mill Campus, Anwarganj, Kanpur UP India 208003  
Sector 5/88 Ansal Megapolis Greater Noida, UP INDIA

## 3. **Business background**

We proudly introduce our-self as IT Business Intelligence Consulting Company.

Elish Consulting is a primary developer and vendor for IT Software development, small business solutions, commercial applications, mobile and device applications, IT staffing, Enterprise Application development and ERP/DW Business Intelligence consulting.

Elish Consulting also has its own range of Business Intelligence products across different domains like IT Software Services, Finance and Accounting, ERP, DTP, BPO and related IT Services in functional domain such as Legal, Media, Education, Tourism etc.

## 4. **Executive Summary**

Elish Consulting has all required professional experience and expertise to successfully design, develop, test and support any type of IT implementation, product development and business process outsourcing.

Elish Consulting has plans to use their expertise and experience to expand and enhance its current business development initiatives and be involved into Software-as-Service business.

This SAAS (Software-as-a-Service) program will allow this initiative to reach a broader customers and clients across geographic regions and use these services for a low cost and highest possible quality business solutions.

## 5. **Company Strategic Vision, Objective and Goals**

We are and will always remain an IT Business Intelligence Consulting Company.



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We innovate products to reach functional domains which IT hasn't touched before and makes full use of IT technologies to reach daily livelihood of everyone including IT and non-IT people.  
"EWCF – Create Wellness" ie ELISH Wellness center foundation program reach general public and make them use ELISH's platforms for their needs.

We don't do different things, we just do it differently.

We design our products and services where it makes sense and is needed.

We are not afraid to try new ideas and not scared to be at places where only few have gone before.

"Common Sense" is our award winning proprietary technological innovate solutions and platform, unfortunately, is very rarely used at other places.

## 6. Clientele



**Kaiser Permanente, Los Angeles CA (USA largest managed Healthcare Organization)**

Implementation Partner

Led innovation projects for infrastructure delivery to improve the delivery of financials systems reporting in the nation's largest managed health care organization



**Amerigas, Pennsylvania USA (USA largest Propane Distributor Company)**

Implementation Partner

Technology & Business Linkage Planning



**Caterpillar, Illinois USA (USA largest Construction equipment manufacturer)**

IT Skills Gap Analysis & Performance

Implementation Partner for Human Resources and Human Capital Management ERPs



**Citigroup, Florida USA (World's largest Financials Organization)**

Implementation Partner

Strategic & Operational Technology Planning

Multi Country, Multi Currency and Multi Ledger implementation for Latin American countries



**HSBC Corp. Chicago USA, Pune INDIA (World's largest Financials Organization)**

Implementation Partner

Global IT Delivery & Data Center Operation

EAGLE - Enterprise Accounting for General Ledger Environment



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Led Design and Global Consolidation implementation for HSBC Global to include unique cost centre per business unit on the Equitization entries in the parent’s books, Implemented Internal Transaction Matching process to eliminate transactions for consolidated reporting.

**ORACLE**

**Oracle Financials Services, Mumbai, India (World’s top Software Developer for Financials)**  
 Implementation Partner  
 Technology Architecture & Integration  
 Finance, Accounts Payables, Accounts Receivables, CRM, Human Capital Management and Human Resources ERP implementations,



**Intel Corporation – Hillsboro, Oregon USA (World’s top Blue Chip Company)**  
 Implementation Partner  
 Emerging Technologies & Enterprise Architectures  
 Internet Tablet operation (development).  
 Assistance in System Analysis & control engineering, web development on Intranet Environment

**IIT - New Delhi, India (India’s most renowned Education Institute)**  
 Emerging Technologies & Enterprise Architectures  
 Assistance in System Analysis & control engineering, web development on Intranet Environment.

**7. Affiliation**

Elish Consulting is authorized **GOOGLE** (Google INC. [www.google.com](http://www.google.com)) Apps SaaS reseller since 2008.

Elish Consulting is authorized **Apple** iPhone/iPad/iPod/iMac (Apple INC. [www.apple.com](http://www.apple.com)) Apps SaaS developer and distributor since 2009.



**8. Definition of this program, product and services**



**Objective** “EWCF – Create Wellness” ie ELISH Wellness center foundation program reach general public and make them use ELISH’s platforms for their needs.

A typical IT company keeps their product to software development, however Elish Consulting design and implementation software products and their IT services for generic usage and everyone’s consumptions and makes it useful for everyone including non-IT people in their day to day to life. We innovate functional domains where IT hasn’t touched before and makes full use of IT technologies to reach daily livelihood of everyone.

**Definitions: “Create Wellness”**

Wellness is first and foremost a choice to assume responsibility for the quality of your life. It begins with a conscious decision to shape a healthy lifestyle. Wellness is a mindset, a predisposition to adopt a series of key principles in varied life areas that lead to high levels of well-being and life satisfaction. In our daily life, we need different types of automated services for our daily needs such as healthcare, education, legal consulting, shopping, tourism or media etc. Elish Consulting design their products to reach such daily needs of people.

**Roadmap**

a user (defined as client/customer) will log into ELISH platforms to use services as per their need and desire.

There are three types of services classification based on client’s need and participation.

- Free – knowledge based information available over the ELISH platforms.
- Privileged – use of ELISH’ facilities.
- Premium – use of ELISH facilities and one-to-one facilitator consultation (onsite- offshore model).
  
- Majors – education/career, entertainment, retail, health management (including a primary healthcare OPD facility) including wellness, BPO, IT, Business Intelligence and Finance, Supply chain, Buy to Pay, Order fulfillment and Media solutions.

**High Level Plan**

| services | go-live  |
|----------|--|
|          | 2011 2012 2013 (01 02 03 04 05 06 07 08 09 10 11 12) 2014 (01 02 03 04 05 6) |
| be       | -----  |
| Cr       | -----  |
| En       | -----  |
| eS       | -----  |
| eC       | -----  |
| Fi       | -----  |
| He       | -----  |
| IT       | -----  |
| Pc       | -----  |
| re       | -----  |
| sc       | -----  |
| sh       | -----  |
| sp       | -----  |
| to       | -----  |

**Services \***



| Services                | Description   | Target Audience/Clients   | Free | Privileged | Premium        |
|-------------------------|---|---|------|------------|----------------|
| behavior therapy        | Communication skills classes<br><br>Speech therapy classes<br><br>Interpersonal classes   | Students<br>Career aspirants  | Y    | Y          | Y              |
| Career ***              | Basic Computer skills (MS Office)<br>Webmaster<br>Programming<br>Oracle, ERP, EPM)<br>CBAP, PMP, PgMP,<br>OPM3, ITIL, Cognos,<br>nVision, Business objects etc. | Students<br>Career aspirants  | Y    | Y          | Y              |
| Entertainment/Media *** | Movies<br>TV shows<br>Documentaries   | (NOT for south-Asian countries)<br><br>Everyone (South Asian residents residing in USA including, NRI and nationals from Pakistan, Sri Lanka, China, Vietnam, Philippines, Spanish community) | Y    | Y          | Not applicable |
| eSurveillance **        | Electronic surveillance and offshore monitor services   | USA residents   | N    | Y          | Y              |
| extra-curricular kids   | Arts learning<br>Physical classes (karate, judo etc.)<br>Dance classes (ballet)   | Children  | Y    | Y          | Y              |
| Finance **              | Finance advisory services   | USA residents only  | N    | N          | Y              |
| Health ***              | Primary prevention<br>critical weight-loss  | India, USA residents  | Y    | Y          | Y              |
| IT development ***      | Audit (OPM/CMMi/EVM/RM)<br>BPO<br>Consulting<br>eCommerce<br>ERP  | India, USA residents  | N    | N          | Y              |





|                          |   |                      |   |   |   |
|--------------------------|---|----------------------|---|---|---|
|                          | Mobile and device applications<br>Product Development<br>SaaS<br>Small Business<br>Commerce<br>Staffing |                      |   |   |   |
| psychiatric consultation | psychiatric consultation  | India, USA residents | N | Y | Y |
| Religion                 | e-Books   | All                  | Y | N | N |
| Scientology              | Affiliation   | All                  | Y | N | N |
| Shop ***                 | E Store<br>Import and Export  | India, USA residents | N | N | Y |
| Sports                   | Affiliation<br>News   | All                  | Y | N | N |
| Tourism***               | Affiliation<br>Travel guides<br>Travel license  | India, USA residents | Y | N | Y |

\* Detailed description of these services are provided in Action plan (products, services and resources)  
 \*\* a feasibility and cost/ benefit or ROI analysis needs to be done to see if this service can be offered as a privilege service in India (not in current scope of this program)  
 \*\*\* This is one of the major ELISH services.

**Platform**

iPhone/iPad/iMac apps  
 Yahoo TV/Andriod/Blackberry/Samsung/Youtube/Roku/Dish TV Apps

- [www.elishconsulting.com](http://www.elishconsulting.com)
- [www.elisheducation.com](http://www.elisheducation.com)
- [www.elishhealthcare.com](http://www.elishhealthcare.com)
- [www.namastemovie.com](http://www.namastemovie.com)
- [www.NRILegalconsulting.com](http://www.NRILegalconsulting.com)
- [www.india-inc.org](http://www.india-inc.org)
- [www.india-shops.com](http://www.india-shops.com) including Amazon | eBay | ubid etc.

**Products**

- ELISH platforms (as above)
- Google SaaS apps
- Apple iPhone/iPad/iMac apps

\* Please visit our Internet platforms (as above) for product details, description and operations mentioned in this document.

**9. Stakeholders and Competitors**

**Program Sponsor** Ragini Shukla  
**Program Manager** Amit Shukla  
**Project Team** Offshore



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|                    |   |
|--------------------|---|
| <b>Customers</b>   | users   |
| <b>Competitors</b> | all NRI and India social networking websites        |
| <b>Partners</b>    | facebook, twitter, Yahoo TV, Roku, Google and Apple |

## 10. Marketing Plan

Please send a query ([info@elishconsulting.com](mailto:info@elishconsulting.com)) or visit our Internet websites for a free brochure and information.

## 11. Action plan (products, services and resources)

Please send a query ([info@elishconsulting.com](mailto:info@elishconsulting.com)) or visit our Internet websites for a free brochure and information.

## 12. Financial Management, Statements and Projections

Please visit “Investor Relations” link at our website [www.elishconsulting.com](http://www.elishconsulting.com) for more information.

## 13. Operations

**All Patents and IPR are solely owned by Elish Consulting USA.**

### Ownership

Elish Consulting USA is solely operated as LLC and is owned by Ms. Ragini Shukla.

Elish Consulting India, in India is setup as employee owned incorporation with distributed ownership by its investors.

“An Investor is defined as an individual person or group of people or an organization who invest in Elish Consulting through means of monetary, intellectual or laborious or any other efforts which contributes and are in strategic alignment to Elish Consulting long terms goals and vision.”

**Changes to this document is agreed upon and hence finalized based on mutual agreement of individual or group who owns more than 55% of stakes on a given date and time.**

## 14. Closing Statement

NA



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## 15. Appendix NA

## 16. Disclaimer-

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