



SURABHI KUMAR & ASSOCIATES



Welcome
Surabhi Kumar & Associates

ABOUT-US

It's SurabhiKumar & Associates is an International consultancy and Incubation company based in New Delhi, India. Surabhi Kumar & Associates is AICTE incubation Partner focused to groom startups to achieve the success with our rich experience and corporate relations.

We are specialised in assisting International companies to enter and conduct business throughout India and surrounding countries including SRI LANKA, BANGLADESH, and NEPAL USA, EUROPE, UAE, AFRICA, SOUTH EAST ASIAN COUNTRIES and SAARC COUNTRIES.

Mrs. Surabhi Kumar

- Bussines Owner –SurabhiKumar & Associates
- Surabhi Kumar has handled bulk trade & Institutional trade with Punjab Federation Verka Brand, for India & Exports for more than two decades.
- Independent Evaluator for Aicte selected Start up for providing Market linkages & financial services & structuring.
- Associates with International Cultures – Women Empowrment – Australia Mrs Jayanthi Gupta.
- Advised Uday agro for market linkages.
- Trade Finance Consultant Euro exim Bank
- Surabhi Kumar has advised Green. Pyramid about pan India market linkages options.
- Surabhi Kumar along with her expert team is involved in fund raising : Csr / Grants/ financial services.

Focus for Clients , Partners :

Why they should come to us ;

1. Building Large ongoing competitive leads into usp oriented structure & profit oriented self sufficient venture .
2. Building concepts , innovations , start ups into a structured business model inclusive of structuring & fund raising .
3. End to end advocacy for clients subject matter & issues related to State & Central Govt policies / Schemes using grassroot or high end networking based on public affairs skills.

Focussed verticals are following

1. Pharmacy & Healthcare.
2. Innovations start ups emerging technologies , heavy engineering
3. Fund raising all inclusive as per clients special needs, CSR & Grants using government and public sector budgets as per dp guidelines. Preparig Need analysis , Impact reports , Submitting proposals as per norms & checklist
4. Cross borderbusiness openings for trading & large infra contracts.
5. International companies Entry strategy ,test trials , completing Regulatory requirements and implement business in India & Abroad

BUSINESS SOLUTIONS

SPECIALIZE BUSINESS SOLUTIONS

1

Steam Coal contracts

- Good knowledge and experience in all aspects of Steam Coal trading.
- Targeting client list based on the CERC (Central Electricity Regulatory Commission) model and the Indian Government XII planning.

2

Oil & Gas

- Surabhi has concluded cross border term contracts within the Gas & Oil sector, including end user identification, securing registration for International Oil Companies and the execution of contracts.

3

Infrastructure & Real Estate

- Excellent knowledge and experience in land acquisition for property development and Infrastructure projects.
- Liaising with local authorities and government agencies, licensing



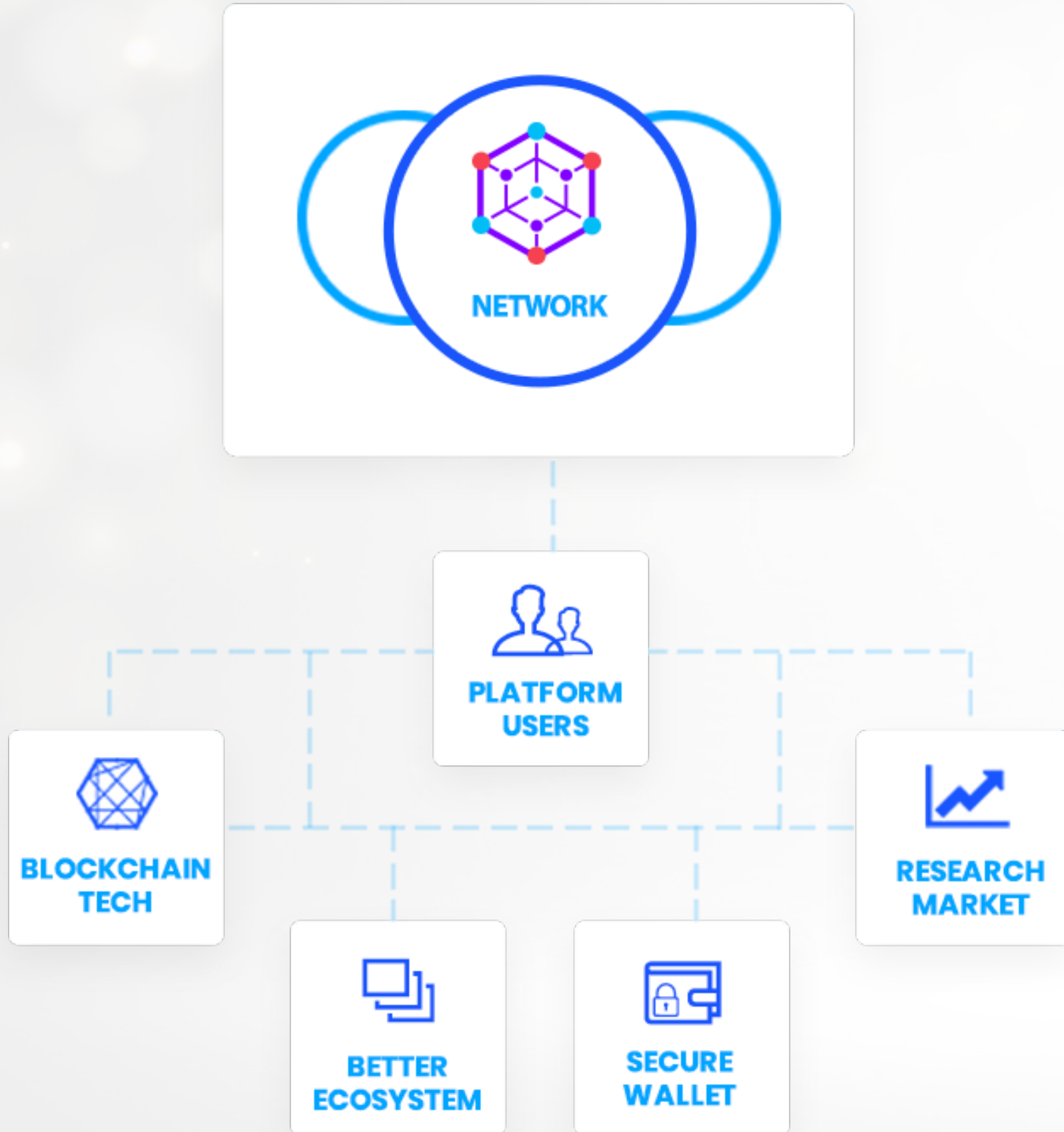
INCUBATION

INCUBATION STARTUP

Surabhi Kumar & Associate, in association of AICTE have started incubation center to groom concept level or idea level startup. We are engaged in complete journey of a start-up from idea/concept level to product level and help them to raise funding and also provide them consultancy for business development.

Here are the main assistance we provide to startups.

- Product Development
- Market Survey
- Fund Raising
- Business Development
- Linkage with MNC
- Business expansion planning



PARTNERS

INCUBATED STARTUP

Incubated Agriculture Device start up to enable farmers use less water which will in turn use zero pesticides.

Success Story

BBR joined our incubation startup at MVP level. They were winner of AICTE CHATRA VISHWAKARMA AWARD 2019-20 and joined us.

RECOGNITION

- I-Start
- Funded by RKVY RAFTAR by Jobner Agricultural University
- Funded by DOITC Govt of Rajasthan



COMPANIES

Associated Company Green Pyramid Biotech Pune

Surabhi kumar & Associates have been advising from time to time about Implementing Marketing linkages options for Pan India of Green Pyramid biotech Pune.

Uday Agro

Surabhi Kumar has Advised Uday agro for positioning their product as Health & wellness product.

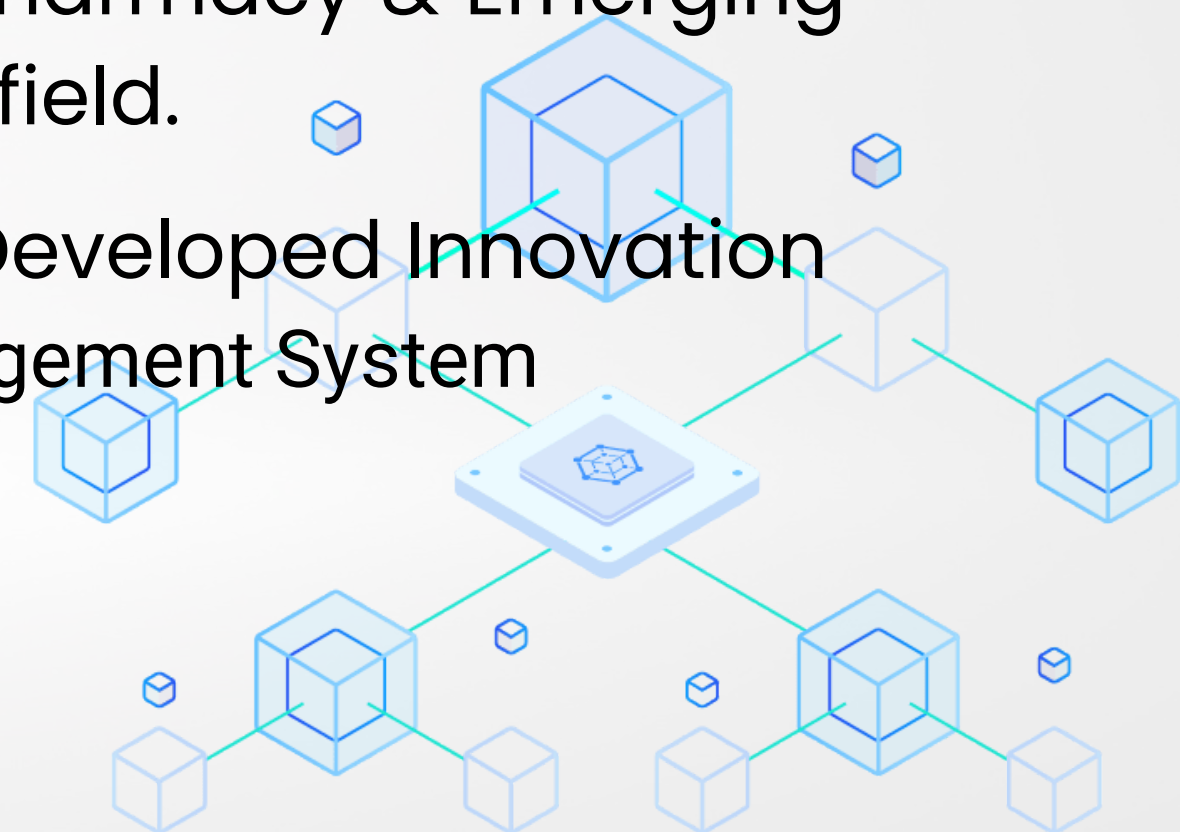
Innovation

Surabhi kumar & Associates are continuously working on innovation to develop solution for existing problems specially in Agriculture , Pharmacy & Emerging Technologies field.

Here are the Developed Innovation Irrigation Management System

Youtube Link:

<https://youtube.com/shorts/f2VIMC7cZN4?si=7Znto08QrIhotvDu>



CSR & GRANTS

We help corporates, institutions and organizations design, manage and scale meaningful CSR initiatives through strategic advisory, grant support and impact-driven partnerships.

OUR IMPACT AREAS



WHAT WE OFFER

Key items included in a complete business audit process

01

Comprehensive CSR & Grant Advisory Solutions

We provide strategic and practical support throughout the CSR and grant management journey.

02

CSR Strategy & Advisory

Developing customized CSR strategies aligned with organizational objectives, community priorities and applicable requirements.

03

CSR Project Development

From identifying social needs to designing structured projects with clear objectives, timelines and outcomes.

04

Grant Advisory

Helping organizations identify relevant grant opportunities and develop strong, outcome-oriented proposals.

05

Government & Institutional Grants

Advisory support for navigating government schemes, institutional programs and development funding opportunities.

06

NGO & Implementation Partnerships

Supporting corporates in identifying and evaluating suitable implementation partners for CSR initiatives.

06

Impact Measurement & Reporting

Tracking outcomes, measuring impact and creating transparent reports for management and stakeholders.

CSR PROJECT LIFECYCLE

From Vision to Measurable Impact

Our structured approach helps organizations move from an initial idea to a well-managed CSR initiative.

01

Assess

Understand community needs and organizational priorities.

02

Design

Develop a structured CSR / grant project.

03

Partner

Identify suitable NGOs, institutions and partners.

04

Implement

Support execution, monitoring and coordination.

05

Measure

Track outcomes and evaluate social impact.

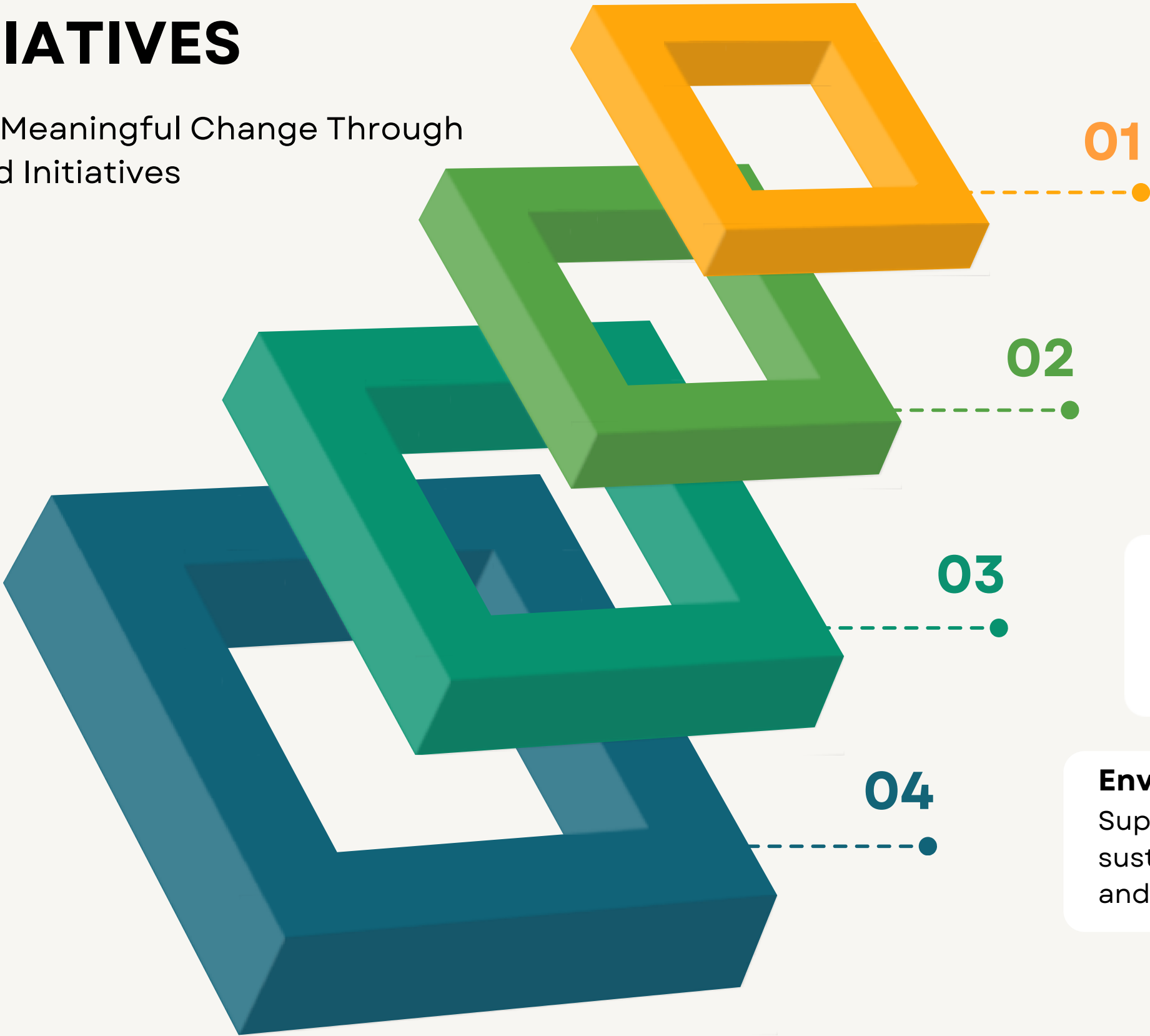
06

Report

Present measurable results and impact insights.

FEATURED CSR INITIATIVES

Driving Meaningful Change Through Focused Initiatives



01

Education & Skill Development



Building opportunities through education and employability initiatives that help individuals develop skills for a better future.

02

Healthcare Access



Supporting accessible and sustainable healthcare programs designed to improve community health and wellbeing.

03

Community Development



Creating stronger communities through targeted social initiatives addressing local needs and priorities.

04

Environment & Sustainability



Supporting responsible environmental and sustainability programs focused on conservation and long-term community participation.

WHY CHOOSE US?

A StrategicPartnerForMeaningfullImpact





PARTNER WITH US

- ✦ Your Resources Can Create Lasting Change.
 - ✦ Let us help you transform your CSR vision into structured initiatives with measurable social impact.
 - ✦ Turn your CSR vision into meaningful action.
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GOVERNMENT, CORPORATE & FINANCIAL CONSULTING

Navigating Government.

Structuring Growth.

Strategic consulting and advisory
solutions for private companies,
corporates and institutions
navigating government, regulatory
and financial complexities.

OUR SERVICES

Strategic Solutions Across Government, Corporate & Financial Advisory

Government Consulting

Helping Private Companies & Corporates Navigate Government

We provide strategic government consulting and liaison support to help businesses engage effectively with government institutions, understand regulatory developments and navigate public-sector processes.

- » **Government Relations & Liaison**
- » **Policy & Regulatory Advisory**
- » **Government Schemes & Programs**
- » **Regulatory Affairs**
- » **Public Sector Engagement**
- » **Government Opportunities**
- » **Stakeholder Engagement**
- » **Public-Private Partnerships**

Corporate Consulting

Strategic Solutions for Business Growth & Transformation

We work with businesses and corporate organizations to address strategic challenges, evaluate opportunities and develop practical approaches for growth and long-term success.

- » **Business Strategy**
- » **Corporate Advisory**
- » **Market & Industry Analysis**
- » **Business Expansion**
- » **Strategic Planning**
- » **Risk & Opportunity Assessment**
- » **Stakeholder Strategy**
- » **Institutional Advisory**

Financial Services & Structuring

Helping Private Companies & Corporates Navigate Government

We provide strategic government consulting and liaison support to help businesses engage effectively with government institutions, understand regulatory developments and navigate public-sector processes.

- » **Financial Advisory**
- » **Financial Structuring**
- » **Capital Structuring**
- » **Fundraising Advisory**
- » **Debt & Equity Advisory**
- » **Investment Strategy**
- » **Financial Planning**
- » **Transaction Advisory, Risk Assessment**

GOVERNMENT CONSULTING

Government Consulting for Private Companies & Corporates

Government policies, regulations and institutional processes can significantly influence business operations and growth. Our consulting approach helps private companies and corporates understand the government ecosystem and engage with relevant institutions more effectively.

We Help Businesses With

01

Policy Understanding

Understanding policies, regulations and government initiatives relevant to your business.

02

Government Engagement

Developing structured approaches for institutional and government interactions.

03

Regulatory Navigation

Identifying regulatory requirements, challenges and potential opportunities.

04

Government Programs & Opportunities

Assessing relevant schemes, programs, partnerships and opportunities.

05

Stakeholder Engagement

Building effective communication and engagement strategies with key stakeholders.

FINANCIAL STRUCTURING

Financial Strategy Designed Around Your Business

Instead of simply providing financial advice, we focus on understanding the business objective first and then developing an appropriate financial structure.

Designed Business

01

STEP -
Business Requirement

02

STEP -
Financial Assessment

03

STEP -
Structure & Strategy

04

STEP -
Funding / Capital Solution

05

STEP -
Implementation & Advisory

Why Choose Us

01

Cross-Sector Perspective -
Government, corporate and financial perspectives brought together under one advisory approach.

02

Strategic Thinking -
Solutions built around your specific business objectives and challenges.

03

Practical Advisory -
Focused on actionable strategies rather than theoretical recommendations.

04

Confidential Approach -
Professional and discreet handling of sensitive business matters.

05

Long-Term Partnership -
We aim to become a trusted strategic advisor, not just a one-time consultant.

Executive team



Ms. Surabhi Kumar

The executive team is led by Mrs Surabhi Kumar & her co-associates who are Industry specific lenders.



THANK YOU

VISIT US



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