

# Hq\_Strategy Intervention\_Media\_Digital Business Strategy Implementation

Media, Telecommunication &  
Technology

## REGION

India

## CONSULTING SERVICES

Market assessment, new product conceptualization, new product design & features inputs

## CLIENT SITUATION

- Client was a leading Indian Media Production house with over INR 300 Crores annual turnover
- Avalon had supported client to develop a growth strategy focused on entering Digital Video-on-Demand business through a subsidiary
- Client requested Avalon to provide support in execution of overall business plan to enter the digital business

## OUR APPROACH

- **Set up and management of Project Management Office**
  - We set up the Project management office with a core team, which executed the business strategy
- **Set up of organization**
  - We helped the client select a Tech vendor to set up a cutting-edge content digital delivery platform
- **Implementation support**
  - We helped the client raise money by preparing and updating the business plan

## OUR RECOMMENDATION/IMPACT

- The client raised USD 22 MN funding from a consortium of investors to set up a new subsidiary for its digital business
- The client launched an OTT App with differentiated original content accessible across multiple devices and delivered by a high-class video platform