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Bizwin Consulting: Empowering B2B Enterprises for Sustainable Growth

Founded in 2014, Bizwin Consulting has established itself as a leading management consulting firm, specializing in improving sales effectiveness for B2B companies. With offices in Bangalore, New York, and Stockholm, the firm has successfully partnered with over 30 global and Indian enterprises, including Oracle, TVS Group, and Cosmo First.

The company was founded by Aurijit Ganguli, along with Susheel, who shared a common vision. Over time, industry veterans Anjan, Shantanu, and Ram joined, strengthening Bizwin's foundation. As the firm expanded, Gary led the U.S. office, Bala took charge in Stockholm, and experts like Jubin, Rahul, Sangeeta, Anshuman, and Rajat further enriched Bizwin's core team. Bizwin fosters a culture of innovation and continuous learning. Employees are encouraged to think independently, experiment boldly, and exchange ideas through brainstorming sessions and discussions.

A Vision for Global Leadership

Bizwin's vision is to become one of the most respected global management consulting firms in the B2B space. The company's mission is to handhold businesses to achieve sustainable growth and global leadership through structured transformation, rather than short-term transactional improvements. Guided by values of Empathy, Energy, Excellence, Ethics, and Effectiveness, Bizwin empowers companies to scale efficiently, contributing to India's economic growth and global competitiveness.

Driving Innovation in Business Consulting

At the heart of Bizwin's success is its innovative approach to consulting. The firm has developed proprietary frameworks like SAGE and ADVICE, designed to enhance the strategic, tactical, and administrative aspects of business growth. These structured methodologies, along with practical tools and techniques, give Bizwin's clients a competitive edge in the global market. By equipping businesses with the ability to navigate today's volatile and complex world, Bizwin ensures their long-term resilience and success.

Sustainability and Social Responsibility

Bizwin is committed to sustainability and corporate social responsibility. The



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-Aurijit Ganguli

firm operates as a zero-paper company, managing all contracts, tools, and templates digitally to minimize environmental impact. Additionally, Bizwin donates a percentage of its annual profits to humanitarian and sustainability initiatives, ensuring that its impact extends beyond business.

Embracing Technology for Future Growth

Bizwin is integrating Generative AI into its consulting processes, though on a limited and strategic basis. While AI enhances efficiency in specific tasks, the company firmly believes that consulting remains a human-driven industry where expertise, intuition, and experience play an irreplaceable role.

Overcoming Challenges with Expertise

Every business faces challenges, but Bizwin's strong values and deep expertise have helped it navigate obstacles effectively. With an average industry experience of 28 years, the leadership team ensures proactive problem-solving and uninterrupted growth.

Industry Recognition and Achievements

Bizwin measures success through its clients' achievements. With an impressive 95% client reference rate, the firm has delivered outstanding results for companies like TVS Group, TeamLease, and Cosmo Films. In 2022, a leading Indian media house recognized Bizwin as one of India's top 10 sales management consulting firms, placing it alongside Bain, BCG, McKinsey, KPMG,

and Deloitte—a testament to its growing influence in the industry.

Advice for Aspiring Entrepreneurs

While Bizwin maintains a humble perspective on its own journey, its leadership believes in learning through action and experience. As Managing Director Aurijit Ganguli aptly puts it,

“Our journey is a testament to the belief that innovation, integrity, and unwavering commitment to sustainable transformation pave the way for global leadership.”

This guiding philosophy continues to inspire Bizwin Consulting's efforts in driving both its own growth and that of India's B2B sector towards a more prosperous future.

Expansion Plans and Future Goals

Government initiatives like Make in India, Digital India, and Aatmanirbhar Bharat have played a key role in shaping Bizwin's growth.

In the next five years, Bizwin aims to establish itself as a leading consulting firm, achieving market recognition on par with Bain, BCG, and McKinsey. The goal is not about size but about impact and expertise—ensuring that Bizwin's revenue per consultant aligns with these global giants while continuing to operate out of India.