

# BREAKTHROUGH

GOD. CREATIVITY. BRAND & BUSINESS SOLUTIONS.

## Breakthrough at a glance

### THE PURPOSE

Breakthrough is India's first strategy-focused brand and business solutions company providing end-to-end solutions for neighbourhood markets and local businesses. The purpose of our existence is to create successful businesses.

### THE BEGINNING

Like all other interesting ventures in the history of mankind, Breakthrough too had a very humble beginning. Breakthrough is the story of innovative ideas and everyday miracles. We came into existence on a shoe string capital of just ₹2500 at Bangalore, India in the winter of 1998. In the beginning it was just a dream, a prayer and loose bunch of creative talents getting together in the evenings to work out of the Cubbon Park and the Indian Coffee House at M. G. Road in Bangalore. Kalakaumudi was our first account.

### FOUNDER

Breakthrough was founded in 1998 by Manoj Mathai, Strategist and Chief Creative Officer, Breakthrough.

### HAPPY INDIA

We exist to create successful businesses because we believe successful businesses create more jobs. More jobs in turn create happy families that make happy communities.

### 20 YEARS OF UNPARALLELED EXCELLENCE

For 20 years now, we have been creating unparalleled excellence in the most vibrant place that you know - your neighbourhood. We ushered in a revolution just by creating Leader Brands out of local businesses. And we became the radicals in the local business folklore. In the process, we created wealth and prosperity for the businesses we partnered with.

### INDUSTRY EXPERIENCE

- ▶ Retail - Stores
- ▶ Retail - Manufacturing
- ▶ Retail - Markets
- ▶ Retail - Packaged food
- ▶ Retail - Restaurants
- ▶ Retail - Street food
- ▶ Retail - Automobile
- ▶ Retail - Services
- ▶ E-Commerce & Online
- ▶ Hospitality
- ▶ Healthcare
- ▶ Ayurveda
- ▶ Associations
- ▶ Homes & Real Estate
- ▶ Media
- ▶ Education
- ▶ Information Technology
- ▶ Pharma
- ▶ Public Interest
- ▶ Religion & Worship
- ▶ Films

### CAPABILITIES

We have twelve lines of service in two streams - Solutions and Advisory.

#### Solutions

- ▶ Strategy
- ▶ Business Leadership Solutions
- ▶ Brand Leadership Solutions
- ▶ Digital Transformations
- ▶ Creative Solutions
- ▶ Consumer Behavioural Change

#### Advisory

- ▶ Market Shifts
- ▶ Neighbourhood Markets & Data
- ▶ Future Business
- ▶ Holistic Business Thinking
- ▶ Culture
- ▶ Crisis Management

### ADDRESS

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