

## Indian Start up Company founded by Jaydip Sinha becomes Exclusive Chaotics Consulting Partner for INDIA by Chaotics LLC,USA.

*INvencia Management Consulting, Conceptualised and Founded by Jaydip Sinha has been chosen as the Exclusive Chaotics Consulting Research and Platform Development Partner for India by Chaotics LLC,USA Promoted on the Platform of the Bestseller and Pathbreaking Book Chaotics: The Business of Managing and Marketing In The Age of Turbulence (AMACOM 2009) by the legendary Philip Kotler and International Strategist John Caslione.*

New Delhi, Delhi, September 22, 2009 /[India PRwire](#)/ -- INvencia Capital Advisory Pvt. Ltd., through its consulting arm INvencia Management Consulting Pvt. Ltd., has recently entered into a exclusive partnership with U.S.-based Chaotics, LLC, the company founded to lead the worldwide establishment of the breakthrough management and marketing strategies platform from the just published best-selling book by co-authors Professor Philip Kotler and Dr. John A. Caslione, ***Chaotics: The Business of Managing and Marketing In The Age of Turbulence*** (AMACOM 2009). INvencia Management Consulting Pty. Ltd. has been chosen by Chaotics, LLC to be its exclusive *Chaotics Consulting Platform Partner* in India.

*The Chaotics Management System* has been created to help companies to ensure against risk and respond to uncertainty in *The Age of Turbulence*, which will be with us for the foreseeable future—what **Chaotics'** authors now call, the "new normality". Dr. Caslione offers more insight by stating, " *The Chaotics Management System* provides an architecture for companies to construct early warning systems, engage in scenario planning, build new flexible strategic planning and execution processes, and to create a quick response systems to more effectively manage and market during turbulence, and even in times of heightened turbulence. "Companies will need to implement key components of *The Chaotics Management System* to deal with uncertainty, which is now a key and enduring feature of the "new normality". *The Chaotics Management System* will enable companies of *all sizes* and in *all industries* become increasingly more robust, resilient, and responsive for *all times*," concludes Dr. Caslione.

"We are so very pleased that INvencia is now our *Chaotics Consulting Platform Partner* in India", states Chaotics' President and CEO, Dr. John Caslione. The INvencia team under the leadership of Mr. Jaydip Sinha and Mr. A.P.Gandhi, have a tremendous responsibility to help guide and mentor Indian companies now that have already entered *The Age of Turbulence*—and we are quite confident that they are up to the task that is before them", states Dr. Caslione.

Dr. Caslione goes on to say, "There is no doubt that India is a critically important market in the global economy, and INvencia is a critically important partner for Chaotics, LLC. Whether Indian companies focus their efforts primarily domestically, or they decide to expand globally as many more are doing each year, they will encounter increasing levels of turbulence in their businesses—and their business models will be tested more and more each year. To remain successful, Indian companies—all companies—must embrace the strategies to alleviate stress placed upon their business models by an increasingly turbulent environment. *Chaotics Strategies* brought to India by our partner INvencia, will help to ensure success of India's companies domestically and those who also venture abroad", states Dr. Caslione.

Mr. Jaydip Sinha, Vice-President and Co-Founder of INvencia says, " We are very proud to be have been chosen as the exclusive *Chaotics Consulting Platform Partner* for India and to become part the fast growing global *Chaotics* management consulting network." Mr. Sinha goes on to say, " *Chaotics Strategies* represents a tremendous opportunity for a highly diversified and fast growing market like India, and especially where high risks in high growth areas must be carefully managed by its companies".

Mr. Sinha also adds that INvencia would explore the opportunity to set up *Chaotics Consulting* and Research Clubs within theGrowth OrientedB-Schools in India like the other developed countries so that students who are tomorrow's future managers can get an access to the research platform,co-develop tools and methodologies and actually understand ***Business Enterprise Sustainability Strategies*** to help companies tide over turbulence in a viable manner.

### Notes to Editor

INvencia Management Consulting is the consulting arm of INvencia Capital Advisory which is India's fastest emerging Mid-Market I-Banking firm providing Growth Advisory Solutions to SME and Mid-Market Companies in the areas of JV,M&A,PE,Debt Funding and Transaction Advisory Services.

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