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About Us

SUGOYA India provides a unique approach to the Management services to our global Clients. Our commitment to *Innovation and excellence* drives our portfolio from evaluating a business opportunity to setting up the new businesses in India, Supporting the manufacturing industry in their next level of growth to making them globally competitive.

Execution is our strength. We believe in *building trust* and create a *long-term value* for our clients. We focus on complete ecosystem and drive a positive change by collaborating with key stakeholders. We take end to end responsibility in complete value chain, develop sound business logics and remove bottlenecks.

Our **PURPOSE** is to bring in a positive and enduring change by building sustainable businesses and create happy places to work.

Our **VALUES** are Ethics, Passion, Responsive, Speed & Respect

Our Services



Business Transformation & Strategic Advisory

Value Delivered

- Improved Profitability and Financial performance
- Realisation of full Potential of Business
- Bringing it to the benchmark levels on end-to-end value chain

Services Offered:

Business Restructuring and Turnaround

- Diagnose Underperforming drivers
- Redesign Cost structures and Operations
- Implement Turnaround Strategies
- Growth Roadmap development



Business Transformation & Strategic Advisory

New Business setup and Expansion

- Support in Project management and Factory setup
- Support in Manufacturing and Supply chain setup
- Establishment of world class practices

Mergers and Acquisitions

- Due Diligence support
- Integration strategy and Execution
- Synergy realization

Business Process Assessment

- Evaluating the effectiveness of present business processes
- Identify Wastages and opportunity of improvement in Productivity, Cost & Quality parameters and Safet & Hr processes.
- Support the clients in bridging these gaps



Operational Excellence & Manufacturing Transformation

Value Delivered

- 10 -30% Cost reduction
- 15 -35% Productivity Improvement
- Reduced Lead times and Inventory
- Enhanced Quality and Reliability

Services Offered:

Factory Management & Optimization

- End to end Factory Diagnostic
- Capacity Enhancement (Low/Zero Capex)
- Improvement of Production Planning
- Support in TPM & Deming techniques Implementation



Operational Excellence & Manufacturing Transformation

Cost Efficiency Management

- Identification of cost drivers
- Lean methodology implementation
- Supply chain Optimisation

Quality System (Zero defect) Implementation

- TQM based system design
- Building team Quality before system
- Use of Digitization for Quality assurance

Industrial Engineering

- Work Content Optimization (PMTS)
- Workflow and Layout improvement
- Simulation based efficiency improvement



Operational Excellence & Manufacturing Transformation

Industry 4.0 digitisation Transformation

- Creating smart - connected machines
- Real time data driven decision making
- Predictive Maintenance & remote management
- Creating Digital replica of physical assets and processes
- End to end Traceability of parts quality
- Tracking real time OEE (Availability, Performance & Quality)
- Digital Audit sheets



Capability Building & Leadership Enablement

Value Delivered

- Creating organizations that sustain Performance
- Improved Leadership effectiveness
- Strong Execution culture

Services offered:

Fractional CEO/COO services

- Concept support any company in availing services of a very senior and seasoned Industry Leader - without paying full time cost.
- Support in Strategic and Operational Guidance.
- Access to a seasoned advice for any critical troubleshooting or high level business decisions.



Capability Building & Leadership Enablement

Leadership Advisory & Mentoring

- Promoters/CXO level mentoring
- Capability development for Organisational transformation
- Guidance to create organisation based on solid systems and processes

Shop Floor Excellence Program

- Help our clients in building capability of their Manufacturing Managers.
- Five day workshop - Knowledge sharing on shop floor Excellence levers with practical application on live sample cases.
- A two days diagnostic study prior to the workshop to assess the prevailing levels of the Shop floor practices.
- Excellence levers: Shop Floor Management, Quality Systems, DWM, Lean Tools & its application and People Management.





Leadership Profile



Sunil Duggal- Chairman

Thapar college alumnus with advance leadership courses from IMD , Switzerland & IIM Calcutta

Sunil has three decades of experience and held Sr. leadership positions like “Whole time Director and CEO at Vedanta Ltd, CEO and MD of Hindustan Zinc and president Ambuja Cements”. He has provided vision and strategic leadership to Vedanta and help the organisation to become the core natural resources leader in the country. He has been able to turnaround many businesses with innovative, industry first practices. He drove Vedanta to top spot in S&P DJSI ranking.



Mukesh Goyal - Founder and CEO

NIT Kurukshetra alumnus with advance program in Sr leadership from Wharton Business school, Philadelphia, USA

Mukesh has three decades of experience in Auto OEMs like M&M, Hero MotoCorp, Case New Holland & PTL - Top companies in their respective business segments.

Handled multiple large operations with turnover of over Rs 10K crore. Mastered the art of establishing new manufacturing plants, Turnaround the existing operations/ supply chain. Established World class practices using Deming and TPM methodology.



Sanjay Gulati – Leader Advisory Board

NIT Kurukshtra alumnus with leadership program from IIM

Sanjay has served as Executive

Director BHEL- Haridwar and has three decades of experience. Provided strategic direction for large scale power businesses and notched up operational and organizational efficiencies. led initiatives to improve bottom and top line.



Jagjit Singh – Leader Advisory Board

MBA - FMS Udaipur

Jagjit has served as Chief Peoples officer in PWC in the region in his last

Job and has more than three decades of experience in HR. He has served at Sr. leadership roles at TATA group , HUL , HSBC , E&Y, Fidelity & Deutsche Bank before joining PWC. Jagjit currently supports the companies in the areas of Board Advisory, Executive Coaching , Organization Transformation & HR Advisory.



Andrea Stone - Leader Advisory board

BA from the University of Bath, MA from Cranfield School of Management, Certified Coach from ICF

Andrea has three decades of Global experience in executive coaching and leadership development. She has led hybrid teams in technology-driven organizations across Globe. She works as an executive coach in shaping and building CXO leaders for top organizations. Her clients include AIG, Amazon, Atlassian, ByteDance, Google, Hero MotoCorp, MetLife, Rio Tinto and Uber among others. Preferred Partner for Six Seconds and Senior Practitioner with the European Mentoring and Coaching Council (EMCC).



Kaushik Mukherjee – Leader Advisory Board

Graduate Mechanical Engg. from NIT Kozhikode with MBA in Supply Chain.

Kaushik has more than three decades of experience in leading FMCG company ITC. Has well rounded experience and played leadership roles in various areas like Manufacturing , Purchase , Logistics , ERP , Projects , Operations, Corporate Affairs etc. He has handled challenging assignments through out his carrier.

CAPABILITIES



**WHY
CHOOSE
US?**

In an increasingly competitive and rapidly evolving global landscape, businesses are under constant pressure to **improve Efficiency, reduce Cost, and scale Sustainably.**

While many organizations have access to strategic advice, the real challenge lies in **Execution**—translating strategy into measurable business outcomes.

Our Differentiation

Unlike traditional consulting firms, Sugoya is led by professionals who have:

- **Managed multi-billion-dollar enterprises**
- **Led large-scale business transformations across various sectors**
- **Built world-class manufacturing and supply chain systems**
- **Delivered real, measurable business impact**

We bring not just insights—but **Experience, Ownership, and Execution capability.**

Capabilities

1. Business Restructuring and Turnaround
2. Mergers and Acquisitions
3. Business Establishment and Management
4. Policy and Strategy
5. Operations Excellence and Management
6. Supply Chain
7. Advocacy and stakeholder Management
8. Capability building and Leadership Enablement

Contact Us

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Thank You