

CASE STUDY- WE HAVE ASSISTED A HOST OF CLIENTS TAP HIGH GROWTH OPPORTUNITIES WITHIN THE **PLASTICS RECYCLING** AREA



FOCUS AREA	DESCRIPTION / MNM EXPERIENCE	REVENUE IMPACT
 IDENTIFICATION OF LUCRATIVE GEOGRAPHIES	OPPORTUNITY OF RECYCLABLE PACKAGING : For one of the leading provider of packaging products, MnM helped to assess market potential of recyclable packaging in Germany, UK, France and European countries where the demand of recyclable packaging and green packaging material is expected to be driven by increasingly stringent regulations. MnM also helped to strengthen their go-to-market strategy by identifying the list of states within these countries with the highest potential. MnM also helped in identification of distributors and partnership in order to help the client penetrate the market and widen its reach. MnM also provided a detailed analysis of high growth end users to tap high growth areas	> USD 30-40 MN OVER 2 YEARS
 COMPETITIVE BENCHMARKING	SUSTAINABLE MARKETS ASSESSMENT: For one of the oil and gas company, MnM helped in diversifying their business into sustainable energy sector. MnM did a complete assessment of its competitors and identified the areas these companies were entering and what were making them successful within these sectors. MnM evaluated many sectors including hydrogen, solar and biomass etc. And did an analysis to establish which sector will be synergistic and is less crowded for a new player to enter.	> USD 40-50 MN OVER 2 YEARS
 ADDRESSING UNMET NEEDS	REPLACEMENT OF NON BIODEGRADABLE MULCH FILM IN AGRICULTURE (ASIA PACIFIC): For a key petrochemical player, MnM helped to evaluate market opportunity of sustainable mulch film made of biopolymers. The opportunity was assessed for developed European countries where the demand for sustainable substitutes in agriculture is growing manifold. MnM also helped in identifying the specific strategies to help the client prioritize and redefine their strategy for growth in these countries across several application verticals	> USD 50 MN OVER 5 YEARS
 TECHNOLOGY ASSESSMENT	PLASTIC TO FUEL: For a leading Oil & Gas company, we assessed the market opportunity by technology (Pyrolysis, Gasification, Depolymerization) which previously was an untapped market for the client. We identified the growing technology , such as pyrolysis technology led the market and accounted for 65.3% share of the global revenue in 2019. This helped the client to opt for best technology option	~ USD 40 MN OVER 2 YEARS