

Strategic Growth Advisors is India's Fastest-Growing Investor Relations and Communications Consultancy



Samir Shah & Kevin Shah
Strategic Growth Advisors Private Limited

Strategic Growth Advisors (SGA) is India's fastest growing value-driven and value-led 360-degree integrated communication consultancy encapsulating investor relations, public relations, corporate reporting, and social media expertise. The company has over a 75-member team serving over 150 clients across the three practices. The cumulative market capitalization of the clients in the Investor Relations practice as of date is upwards of USD 50 billion. Through its exclusive bouquet of services, SGA acts as a pillar of support to all its clients.

SGA has been successful in carving a niche in the industry and spurring a change in the investor relations landscape over a period of time. It has been able to focus on the unique conditions and requirements of the clients. The company has disrupted the standard practices by adopting a practical "How we do" approach that has proved to be a trendsetter for various practices, changing the way things are being done now.

Today, the company services clients across a spectrum of sectors like BFSI, auto ancillary, renewable energy, construction, pharmaceuticals, metals, logistics, specialty chemicals, media & entertainment, retail & luxury, textiles, infrastructure, healthcare, IT, consumer space, gaming, etc.

About the Founder

Samir Shah, Founder & Managing Director of Strategic Growth Advisors, is an eminent Chartered Accountant

with more than 35 years of experience across corporate finance, capital markets, investor relations, business strategy, and planning. His strategic insights enabled him to identify the existing gaps in this space and the forceful need for responsible investor relations, seeding the passion for entrepreneurship. This led to the ideation and foundation of Strategic Growth Advisors in 2010. His profound knowledge and deep expertise have been the driving force in the emergence of SGA as one of India's fastest-growing Investor Relations and Communications consultancies.

Under the able guidance of Samir, Kevin Shah has also been successful in growing and scaling up the two-year-old PR practice. Kevin is the Co-Founder and Executive Director at Strategic Growth Advisors, spearheading the public relations practice and overlooking the investor relations and corporate reporting business. With his multi-sector domain knowledge and business expertise, he has been instrumental in transforming the newly formed PR vertical into a 360-degree consultancy practice.

Overcoming Challenges

The transition from a professional employee to an entrepreneur CEO has been a challenging experience for Mr. Shah. He started his business at the age of 45, post 25 years of corporate working experience. "Today, businesses are led by young and dynamic CEOs, who have the luxury of time. They can fail a few times before they taste success. I have no such privilege as failure is not an option for me," he says. With sheer courage, determination, years of accumulated knowledge and experience motivated Samir to build a best-in-class consultancy business. Having worked with promoters, board members, and senior management in the past, he gained a holistic 360-degree perspective of businesses which significantly helped him in the formative years of SGA. Identifying, evolving, and aligning to the constantly evolving internal and external environment has played a huge role in helping him in navigating and overcoming every hurdle.

SGA has been successful in formulating and leading an expert team of professionals equipped with strong core competencies, marking its strong presence as a leader in specialized advisory services. As leaders, Samir and Kevin ensure that the team quality is best-in-class and the team acquires the necessary skillsets. "For us, our team members are the most pivotal assets. Training, learning, and development are crucial for the growth of the team and the business. We make sure that we respect and connect with each of the employees on a deeper level to understand their capabilities and weaknesses to harness their strengths to the best of their ability and improvise on their weaknesses so that they do not feel left out in any way. Teams are built on complementary skill sets to gain advantage of each individual's strengths. At SGA, we trust people to independently fulfil the key responsibilities and duties," Samir says.

Future Endeavors

SGA aims to drive transformational industry-specific solutions tailor-made for each client that is driven by value and research-based consultancy and content. The vision is to be able to multiply and integrate the services across various industries and geographies. They plan to expand their services in both domestic and international markets. SGA is also looking at a strategic global tie-up to take the brand to the next level of growth.

Samir Shah concludes by saying, "Always invest your time, energy, and money in something you believe in. Focus on creating a long-term, unique model which is sustainable and differential in nature. Also, success is never a destination but a journey. It is an ever-changing goalpost. One should focus on the journey of capturing milestones which is a true determinant of success."