

Corporate Intelligence



Globalisation offers new opportunities in the form of new markets. However, in order to navigate these uncharted territories successfully, companies need to make informed decisions. Companies need intelligence (not information) that is credible, relevant and timely.

Companies need **intelligence**, not just information.

PwC's Corporate Intelligence services in India assist clients in identifying information and intelligence that enable them to make informed decisions before entering new or unknown markets. Corporate intelligence is conducted to identify risks associated with third-party business agents, proposed M&A targets, new employees and other potential targets. It evaluates the background, integrity, reputation and performance track record of an individual, a management group or corporate entity by collecting and analysing information that is available in the public domain, subscribed databases and market sources.

Integrity, reputation,
performance and track
record

Business agents, pro-
posed M&A targets, new
employees and other
potential targets

Investing or entering
in new or unknown
markets

Intelligence on third parties when you need it

How we can help you

Companies need to be aware of the risks of doing business in new markets or the risks they assume by associating themselves with third parties. With corporate intelligence, companies will have the tools they need to mitigate such risks and protect their interests and reputation while being accountable to stakeholders for growth, transparency and moral conduct.

When you require corporate intelligence

When you require corporate intelligence	Basic and enhanced counterparty due diligence	Complying with Know Your Customer (KYC) norms	Identifying and reviewing third-party agents	Complying with OFAC and trade sanctions from other global agencies	Complying with anti-bribery and anti-corruption laws (FCPA or UK Bribery Act)
	Entering a new market	Operations in emerging markets	Countries with high fraud and corruption risk	Compliance with corporate governance programmes	Align business practices with local regulations
	Pre- and post-investment integrity due diligence	Mergers and acquisitions	Joint ventures	Other investment opportunities	
	On-consent background verification	Complying with Know Your Customer (KYC) norms	Vendor due diligence		
	Senior management due diligence	Reputation/track record of senior management/board of directors			

Why PwC?

- **Over 80 man-years of experience:** A team of experienced and multifaceted individuals with diverse educational qualifications and skill sets undertake in-depth Internet-based research and gather market intelligence from various stakeholders. On an average, each team member has over 5,000 man-hours of experience in research and intelligence-based due diligence assignments.
- **Access to premium databases:** We have access to a large number of local and international proprietary databases which include local and national litigation checks, international watch lists, restricted and debarred persons lists, defaulters and politically exposed persons lists, among others. We also have access to domestic and global public record databases which include news aggregators, legal databases, corporate registries, public listings and equity analyst reports.
- **Dedicated database management team:** According to 2010 estimates, over five exabytes of data are added to the Internet every two days. Finding the appropriate intelligence in this sea of information can be a daunting task. At PwC's Corporate Intelligence, our dedicated team is constantly looking out for new sources of information and databases which collate information. Knowing exactly where to look for the right information saves our clients precious time.
- **Team of verified vendors across India:** A large network of exclusive and independent vendors and consultants across India gather intelligence on potential target entities based on the region and industry of operation.

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