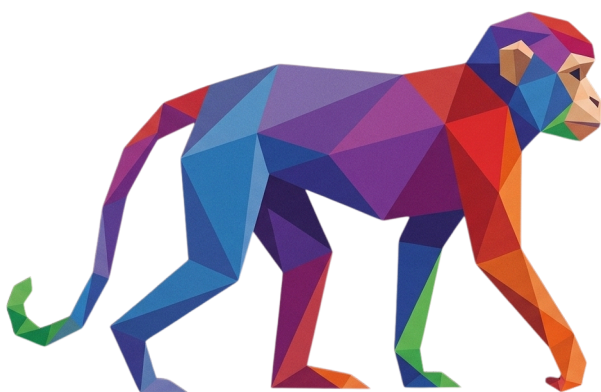


# *Human-centred thinking. Business-focused outcomes.*

We help organisations solve complex business challenges by understanding people, reframing problems and turning insights into action.

**Strategy | Design Thinking | Innovation |  
Leadership | Transformation**



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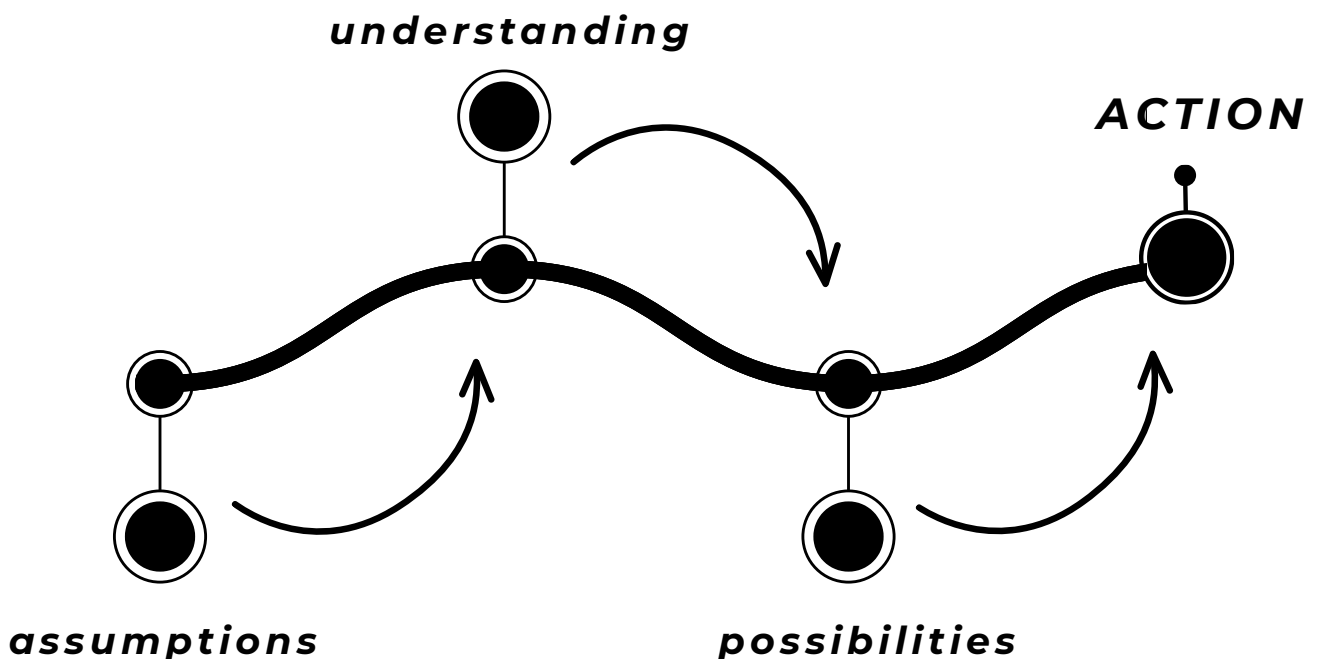
# *When the problem isn't as simple as it looks.*

Organisations often know **what** is happening, but struggle to understand **why**.

- Customers aren't adopting as expected
- Teams struggle to innovate beyond familiar ideas
- New initiatives don't translate into execution
- Customer experiences break across touchpoints
- Leaders are solving symptoms instead of root problems

## ***That's where we come in***

**We help teams move from**



# *From problem to progress*

## *Consulting*

### *Solve the right problem*

We work with leadership and teams to:

- Reframe business challenges
- Understand customers and stakeholders
- Identify opportunities
- Develop innovation strategies
- Design customer / employee experiences

## *Design Thinking & Innovation*

### *Creative Problem Solving*

## *Leadership & Capability*

*Growth mindset. Team effectiveness.*

*Leadership.*

## *Implementation*

### *Turn ideas into something real*

- Prototype
- Test
- Iterate
- Pilot
- Refine
- Support implementation

## *The differentiator*



We don't stop at the workshop

# *What can we help you solve?*

## *Customer*

- Improve customer experience
- Understand unmet customer needs
- Redesign journeys
- Improve adoption and engagement

## *People*

- Build collaborative teams
- Develop future-ready leaders
- Improve employee experience
- Create a culture of innovation

## *Growth*

- Discover new opportunities
- Develop new products / services
- Explore new markets
- Reimagine existing offerings

## *Transformation*

- Navigate complex change
- Align stakeholders
- Break organisational silos
- Move strategy into execution



# Our Approach

## Understand

People. Context.  
Behaviour. Needs.

## Reframe

Challenge assumptions.  
Find the real problem.

## Create

Generate possibilities.  
Explore alternatives.

## Test

Prototype.  
Get feedback. Learn.

## Implement

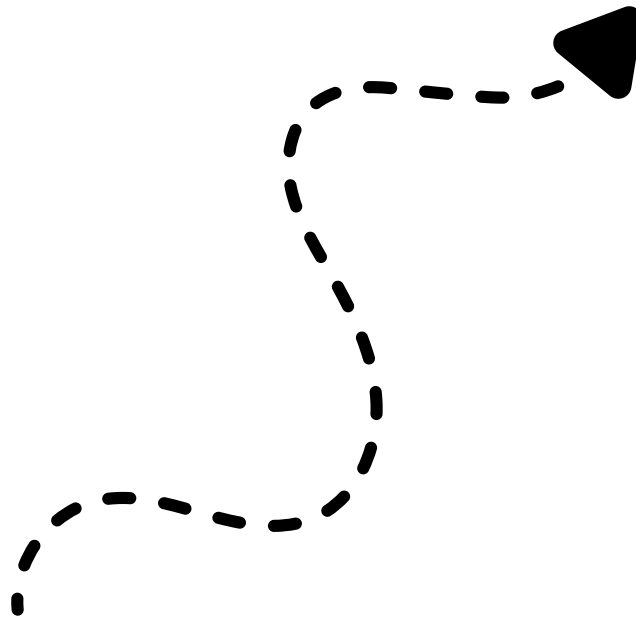
Turn validated  
ideas into action.

*We don't believe in "innovation theatre"*

*The objective isn't to generate more ideas.  
It's to create better outcomes.*

# *How We Think About Change*

We believe progress is rarely a straight line.



Setbacks are not failures; they are feedback. They tell us something about the problem, the people, the context or the way we are approaching it.

But insight alone doesn't create change. Knowledge needs context. Culture needs to support experimentation. And people need to take responsibility for turning what they learn into action.

That is why we work beyond ideas and workshops helping organisations learn, adapt and move forward.

**Learning → Experimentation → Responsibility →  
Action → Progress.**

# *Consulting*

We help organisations make sense of complex problems and identify practical opportunities.

## *Customer & User Experience*

- Customer journey mapping
- User research
- Experience redesign
- Service design

## *Innovation & Growth*

- New product / service opportunities
- Business model exploration
- New market opportunities
- Opportunity identification

## *Strategy*

- Strategic reframing
- Opportunity mapping
- Stakeholder alignment
- Innovation roadmaps

## *Transformation*

- Organisational challenges
- Change interventions
- Cross-functional alignment
- Implementation planning

**Discovery → Diagnostic → Sprint → Roadmap →  
Implementation Support**

# *Training & Facilitation*

Build the capability. Don't just attend another workshop.

## *Design Thinking*

- Hands-on programs that teach teams to understand people, reframe problems and create/test solutions.

## Innovation & Creative Thinking

- Move beyond conventional thinking and generate possibilities that teams can actually explore.

## Leadership Development

- Develop leaders who can navigate ambiguity, facilitate collaboration and solve complex problems.

## Growth Mindset

- Build curiosity, experimentation and learning into the way teams work.

## Team Effectiveness & Experiences

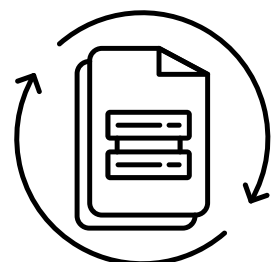
- Purposeful experiences using collaboration, problem solving and tools

## Innovation Sprints

- Focused, facilitated interventions around a specific business challenge.

### **Formats:**

**Half-day | Full-day | 2-5 day Bootcamp |  
Multi-week Programs | Custom**



# Implementation

Ideas are easy. Making them work is harder.

## Prototype

- *Build something tangible*

## Test

- *Put it in front of real users*

## Learn

- *Understand what worked and what didn't*

## Iterate

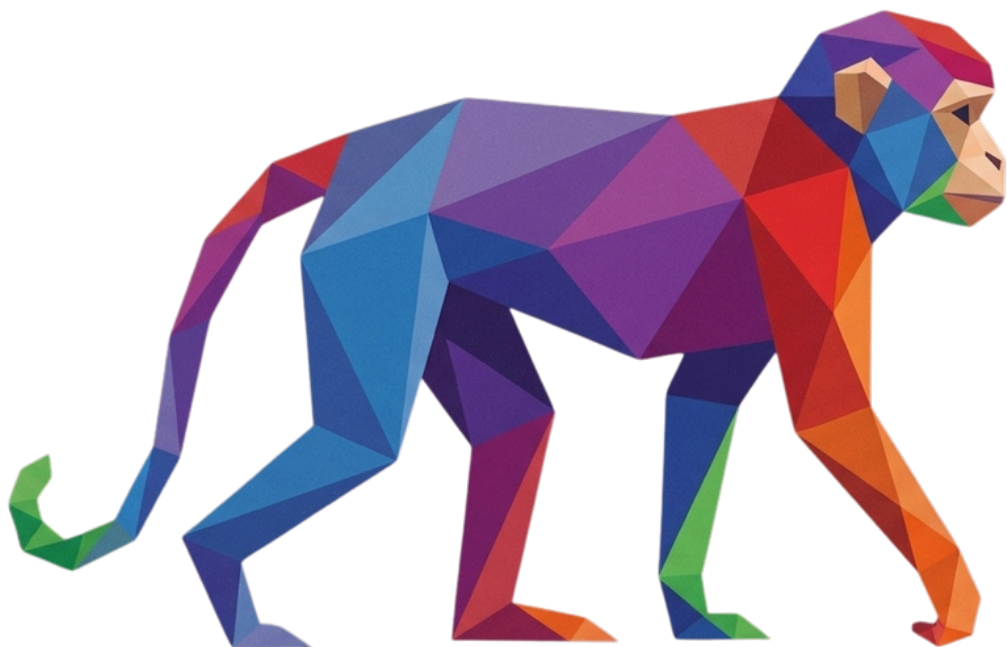
- *Improve based on evidence*

## Pilot

- *Test in a real environment*

## Scale

- *Support the transition from experiment to implementation*



# *Why Primate?*

Why organisations work with Primate

## *Human-Centered*

- We start with people, not assumptions

## *Business-Focused*

- We connect human needs to business realities

## *Hands-on*

- Our programs are experiential, not presentation-led

## *Contextual*

- We don't bring a standard template to every problem

## *Cross-Functional*

- We bring diverse stakeholders into the same conversation

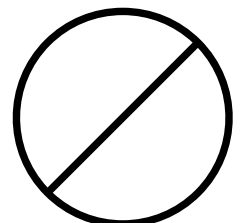
## *Action-Oriented*

- We move from insight to experimentation to implementation

***No one-size-fits-all workshops.***

***No innovation theatre.***

***No ideas for the sake of ideas.***



# Meet the People Behind Primate

Primate brings together experience, curiosity and different ways of thinking to help organisations navigate complex challenges.



## **Vasu Raj Ariya: Partner & Chief Mentor**

Vasu brings over three decades of leadership experience across strategy, organisational behaviour, change management and business transformation. With a background in architecture and project management, he combines structured thinking with a deep understanding of organisations and people.

**Focus:** Executive Mentoring | Strategy | Leadership | Transformation



## **Vishal Mimani: Partner & Chief Design Officer**

Vishal brings a 360-degree perspective to business challenges, shaped by experience across entrepreneurship, user experience, manufacturing and social impact.

He has conducted hundreds of workshops helping organisations understand people, challenge assumptions and turn ideas into action.

**Focus:** Human-centred problem solving | Innovation | Facilitation | Implementation

# *What we've helped organisations tackle*

## **Different problems. One human-centred approach.**

We work across business, people, innovation and customer experience helping organisations understand the real problem, explore possibilities and turn insights into action.

### **01 | TRANSFORMING SUPPLY CHAIN**

Non-Ferrous Metal Manufacturer | Kolkata, India

### **02 | REDUCING ATTRITION**

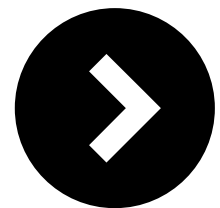
Creative Agency | New Delhi, India

### **03 | CULTIVATING INNOVATION**

FMCG Manufacturer | Dhaka, Bangladesh

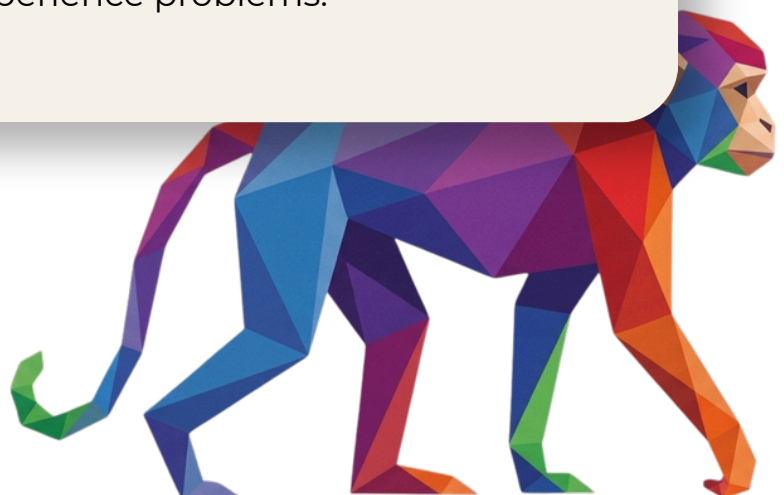
### **04 | REDESIGNING CUSTOMER EXPERIENCE**

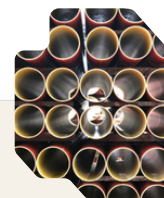
Experience Agency | Bangalore, India



## **We don't apply Design Thinking to one kind of problem.**

We use human-centred thinking to help organisations tackle operational challenges, people challenges, innovation opportunities and customer experience problems.





## 01 | TRANSFORMING SUPPLY CHAIN

Medium Scale Non-Ferrous Metal Manufacturer | Kolkata, India

### Challenge

Supply-chain inefficiencies were driving excess inventory, delays and operational costs.

### What we did

Introduced smarter inventory management, predictive demand forecasting and more agile, cross-functional processes.

### Observed Impact

- 35% fewer stockouts
- 30% increase in on-time deliveries
- 18% reduction in inventory costs

- ***25% reduction in excess inventory***



## 02 | REDUCING ATTRITION

Large Creative Agency | New Delhi, India

### Challenge

High employee attrition was affecting productivity and morale.

### What we did

Used Design Thinking to uncover employee needs and test interventions around career growth, work-life balance and recognition.

### Observed Impact

- 20% boost in productivity
- 30% increase in employee engagement

- ***22% increase in retention***



### **03 | CULTIVATING INNOVATION**

**Large FMCG Manufacturer | Dhaka, Bangladesh**

#### **Challenge**

The organisation wanted to build a stronger culture of creativity, experimentation and innovation.

#### **What we did**

Introduced creative-thinking practices, cross-functional collaboration, innovation challenges, prototyping and recognition mechanisms.

#### **Observed Impact**

- 15% faster time-to-market
- 40% increase in participation in innovation initiatives

• **38% increase in ideas generated**



### **04 | REDESIGNING CUSTOMER EXPERIENCE**

**Small Experience Agency | Bangalore, India**

#### **Challenge**

Inconsistent journeys and accessibility barriers were creating friction across mobile, tablet and desktop.

#### **What we did**

Studied user behaviour, identified journey pain points, redesigned interactions and tested improved experiences with users.

#### **Observed Impact**

- Improved accessibility & inclusivity
- Greater consistency across devices
- Reduced friction in key tasks

• **Simpler customer journeys**

# Client Experience

The session was **very engaging and offered clear insights into human-centered design** through practical case studies across business, education, and entertainment.

Apurva Mukherjee  
Senior Product Manager, Shell

“



The **hands on approach** meant that the participants got a real taste of what design thinking was all about with practical examples.

Dr. Mallika Sen  
Neuro-Design and Multi-Sensory Learning Specialist



The session was **interactive and well-structured, offering actionable insights that resonated deeply.**

Kavitha Prasad  
Global FDI & Investment Attraction Leader

“



Vishal fosters a **collaborative and innovative environment**, making everyone feel valued and inspired.

Preetham Murva  
Senior Account Solution Engineer, Salesforce



Experienced by individuals and teams from leading organisations.

Tracxn Samsung Research

جامعة الملك عبدالعزيز  
KING ABDULAZIZ UNIVERSITY

COMET

SWIGGY  
instamart

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Honeywell



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moengage



KPMG

Schneider  
Electric

pwc

indofil

TECHCANOPY  
Empowering Customers, Elevating Success.

EY

manipalglobal

COMET

cognizant

INTEGRA

accenture

ATLASSIAN

Edmund  
optics | worldwide

onsemi

THE/NUDGE

oneAdvanced

*Have a problem worth exploring?*

*What are you trying to solve?*

*Business challenge | Capability building | Facilitation | Implementation*

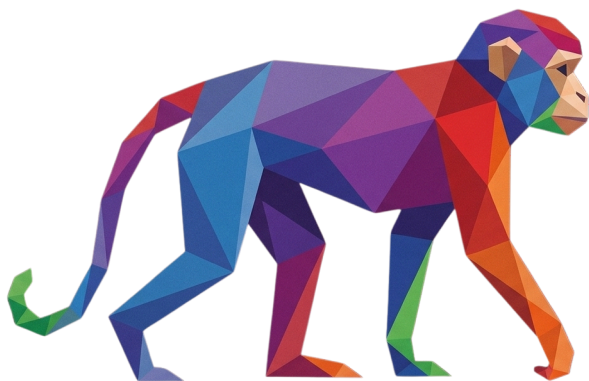
***Let's have a conversation.***

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