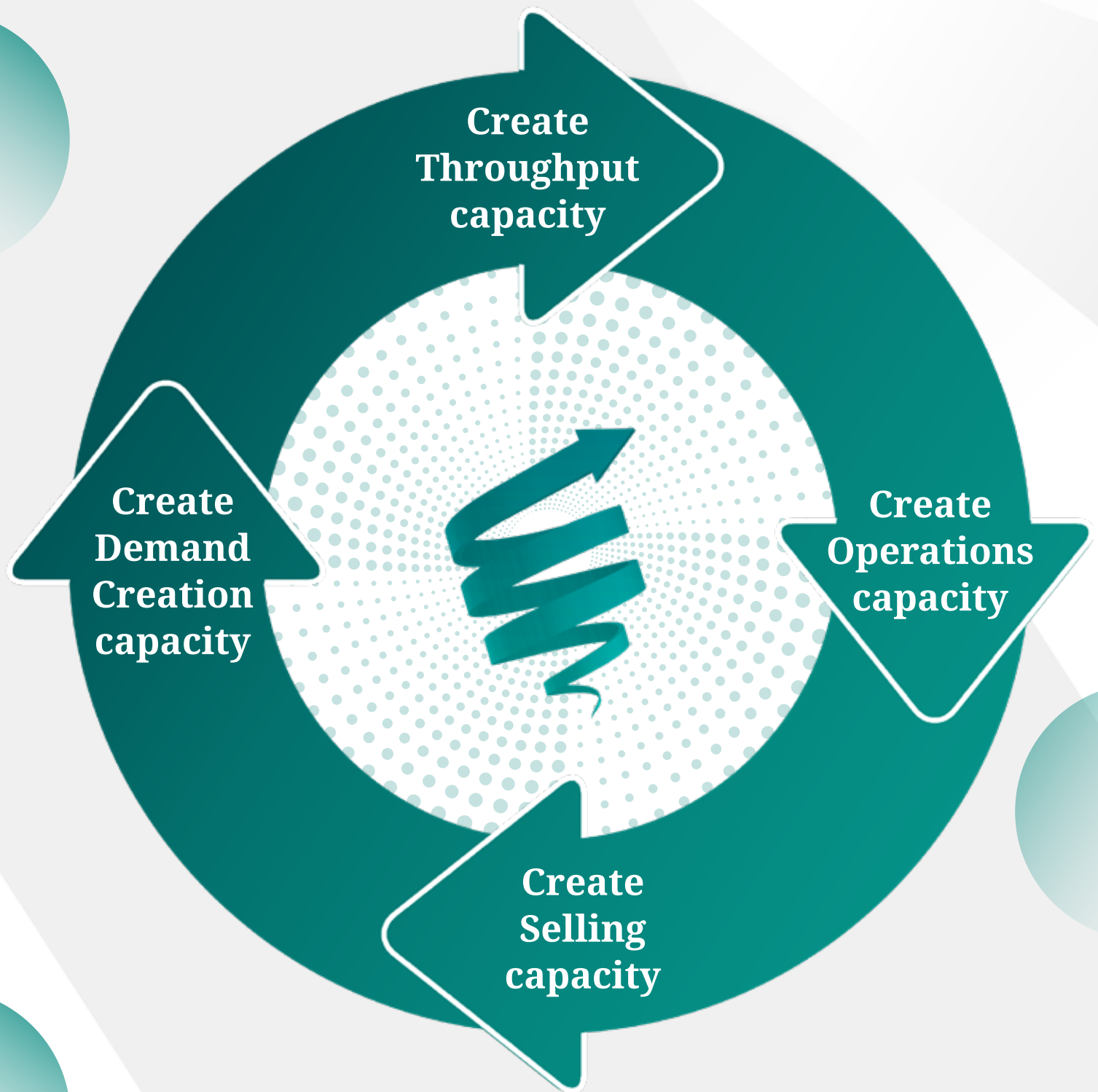


Dare to Dream 100X[®]?



Building the Fractal

8 MONTH WORKSHOP

SPIRAL[®] GROWTH STRATEGY

Want to grow **100-400%**? every year instead of **10-40%**?

Most businesses hit a ceiling not from lack of effort but due to hidden blind spots

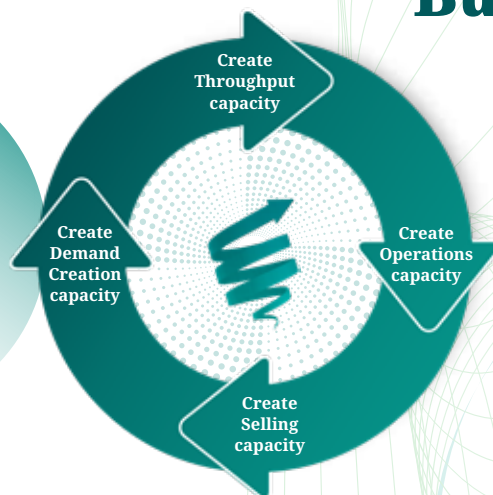
You pour energy

- Building systems in operations
- Running marketing campaigns
- Hiring and pushing sales teams
- Offering promotions



But despite all efforts, growth crawls at 10-40%

Effort scattered across silos only creates Busyness, Not Breakthrough



- Fixed operations, but sales choked
- Pushed sales, but profits collapsed
- Ramped marketing, but operations can't deliver

The Missing Piece? Spiral[®] Growth Strategy

When Operations, Sales, Marketing and Finance lock together in one strategic direction, your business becomes a gravity defying rocket smashing ceilings and compounding at
100-400% YOY



Why most business coaching approaches fail

Single function coaching approaches such as marketing-led approach and operations-led approach may help produce results initially, but soon the business goes back into slow growth and chaos. A growth strategy-led coaching approach eliminates all the problems of a single function approach and puts the business and you on an exponential growth path.

Approach	Marketing-Led	Operations-Led	Growth Strategy-Led
Core Belief	“More marketing = more growth”	“Better systems = better life”	“Smart strategy = exponential, sustained growth”
Typical Action	Ads, promotions, lead-gen pushes	SOPs, ERP, training, ops structure	Bottleneck-free growth design across all functions
What Happens Initially	Orders surge, business gets overbooked, revenue jumps	Founder gets free time, operations stabilize, less chaos	Profits multiply without overload. Blueprint for 100% YOY growth
But soon fails	Can't handle demand, service suffers, growth stalls	Growth slows down and stagnates	Growth bottlenecks predicted and cleared in advance- no stops!
Long-Term Outcome	Burnout, quality issues, erratic profitability	Stable but stagnant business	Compounding, predictable exponential growth
Founder Experience	Excited, then stuck in chaos	Relieved, has life back, but frustrated with slow growth	Free, focused, scaling confidently
Team Impact	Teams overwhelmed by order load	Teams efficient but growth-limited	Teams aligned, each role tied to growth
Resource Use	High spend, inefficient ROI	Stable cost, limited upside	Minimal effort, maximum results

Benefits Of Spiral[®] Growth Strategy

The Outcomes

- Multiply profits year on year from **2X–30X**.
- **Double Capacity** without spending any money: Release stuck resources – inventory, cash, team bandwidth, even your own time.
- Gain clarity not just on what to do, but what not to do eliminating **99%** of wasted choices.
- Focus on the one thing that truly drives **exponential growth**.



What It Does for You

- **Law of the Minimum[®]**: Minimal effort, minimal resources, maximum results.
- **Predicts bottlenecks** before they occur
- **Rework Pricing Strategy** to earn more from same capacity
- **Gives a bird's-eye view**: Shows you the 0.1% to focus on
- **10-minute dashboard**: Monitor complete business in 10 minutes
- **Builds leadership depth**: Take the load off you
- **Mafia Program**: Customers line up to buy, competitors cannot copy.
- **10X Sales Teams**: Structure sales teams to achieve 10X output
- **Frictionless Selling**: 4X sales with effortless buyer enablement process
- **Fun Sales Culture**: Turn selling into a game people love
- **Self-Managing Teams**: Build a leadership culture where teams run without supervision.

500X

Only business coach in India who has built a real business & exponentially scaled it
Scaled **Healthians 500X** in 6 months to become **India's largest blood test at home business** valued **>2000 Crores**

Trained by the world's best

IIT-IIM | BCG P&G Nestlé | Global Consulting Exp. **23 Years**

Personally Mentored by
Dr. Eli Goldratt

29 Yrs Leadership training
Landmark



Meet **Anuj Mittal**

> Consulting clients across continents

Japan | Mexico | Finland | Dubai | London | Singapore

> Consulted large MNC and Indian companies



> Coached 300+ MSME Indian Companies

100+ manufacturing | 100+ services | 100+ retail trade

Other sectors: Real Estate, Education

> Hands on experience across 30+ different sectors

Manufacturing | E-Commerce | Fashion | SAAS / Software | Agriculture | Services

NGO | M & A | Travel | Education | Health Services | FMCG | Automobile

Consumer Durables | Retail | D2C | Industrial Equipment | Electronics

How **Anuj Mittal** is different

Most coaches give you formulas and mass templates
Anuj teaches you how to think like a
Strategist, be at par with a Global CEO



He teaches you the **world's most cutting-edge science for business growth** picked and absorbed over 23 years of a Global Consulting experience

Spiral[®] Growth Strategy is a multi-layered framework that enables you to **think in non-linear ways like Elon Musk, Jeff Bezos and Steve Jobs**

You don't get formulas or solutions that are common for everyone, you discover and **build a unique and customized strategy for your business**

You grow **super-fast** while feeling **super-calm**

You **Spiral[®] Up** without the business or you breaking with personalised hands on attention

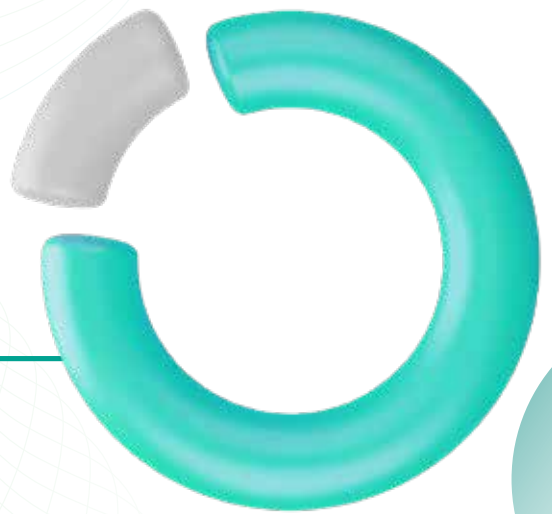
SPIRAL[®] GROWTH STRATEGY

Real BUSINESSSES. RESULTS.

When it comes to strategy, results speak louder than words. Over the last 12 months, **19 out of 21 businesses** who worked with Anuj Mittal have scaled faster, doubled profits, cleared dead inventory, and unlocked exponential growth. Here's the proof.

90%

BUSINESSES TRANSFORMED



27X

Sales conversion improved from 1% to 7%; capacity utilization doubled; profits up 27X.

Rahul Aggarwal
Precitech Forging

₹100Cr

Took 30 years to reach ₹50 Cr sales; scaled to ₹100 Cr in 1.5 years with Spiral Growth.

Manish Jain
Bearing Traders

2X

Projecting 2X sales growth and 4X profit this year.

Barun Aggarwal
BreatheEasy Consultants Pvt Ltd

4X

Data period reduced from 90 to 45 days; working days cut from 6 to 3; 4X profit and tripling capacity now.

Ashwin Bansal
Tirupati Bright Industries

4X

"In 1 year, doubled turnover, picked \$2M contracts, revenue expected to grow 4X."

Jeevan Sadhana
Spectrum Industries

2.5X

Scaled business 2.5X in less than a year.

Ashish Gupta
R. S. G. Stones

Real **BUSINESSES.** **RESULTS.**

2X

2X Profits in 1 Year.
Ensured 24*7 availability
by throughput-based
inventory management
system.

Vipul Gupta
Vipul Fabrics

₹10cr

Broke the ₹5 Cr/month
ceiling, achieved
₹10 Cr/month.

Vaibhav Vashisht
Lamiwood

47

New customers per month
increased from **4** to **47**.

Vipul Mittal
Gourishanker Polymers

Doubled AUM

Doubled AUM in just
3 months.

Shorya Mittal
Maxemo Capital

100%

From 60% to 100%
capacity; expanding
with 4 new offices
across India.

Tina Mittal
Nova Formworks

3X

Our lead conversions
improved by 30%. As
admissions progress,
we anticipate a
2–3X sales growth.

Chetan Jain
Study Smart

4X

Increased capacity 30%,
doubled throughput in
2 months, projected
4X revenue in 4 years.

Karan & Sandhya
UK Textiles

Doubled leads

Doubled leads & marketing
outcomes through
exhibition strategy.

Nilesh Samsukha
Flower Horn India Pvt Ltd

Double orders

Sales indicators on
track to double orders.

Alok Hada
Anusha Technovision Pvt. Ltd.

Transformation, Not Just Growth

“

“The one thing where I would rate you above other coaches is your getting deep into any question or issue... you keep asking questions until we get to the answer ourselves.”

Pulkit Thukral



“

Unlike other coaches, he ensures your implementation is complete. You never feel left alone.

Vivek Harsora



“

The kind of clarity I've got makes me confident we can continue to grow for the next 20 years.

Ashwani Setia



“

He doesn't just teach theory he handholds you till you implement. You feel he's committed to your success more than anyone else.

Barun Aggarwal



“

Anuj is very approachable. I could call him anytime. He knew my business better than I did.

Sandhya Krishnan



Transformation, Not Just Growth

”

He is all in one — operations, sales, and tech. He opens up our mind and helps us master all of them.

Vipul Mittal



”

I had reached a point where I thought nothing new could be taught to me. Within weeks, I cracked my life's biggest order.

Amardeep Singh Chadha



”

It wasn't just business growth I became more grounded, more capable, more inspired.

Shorya Mittal



”

Before Anuj, I felt like a parentless child in business — no handholding, no strategy. Growth used to feel slow, unpredictable, and stuck. Now our business feels like a system that runs smoother and faster.

Tina Mittal



”

The journey changed me as a person, my team, and the entire dynamics of my business. The community Anuj has built is full of high-energy entrepreneurs. Just being in the room shifts your mindset.

Hemant Pahwa

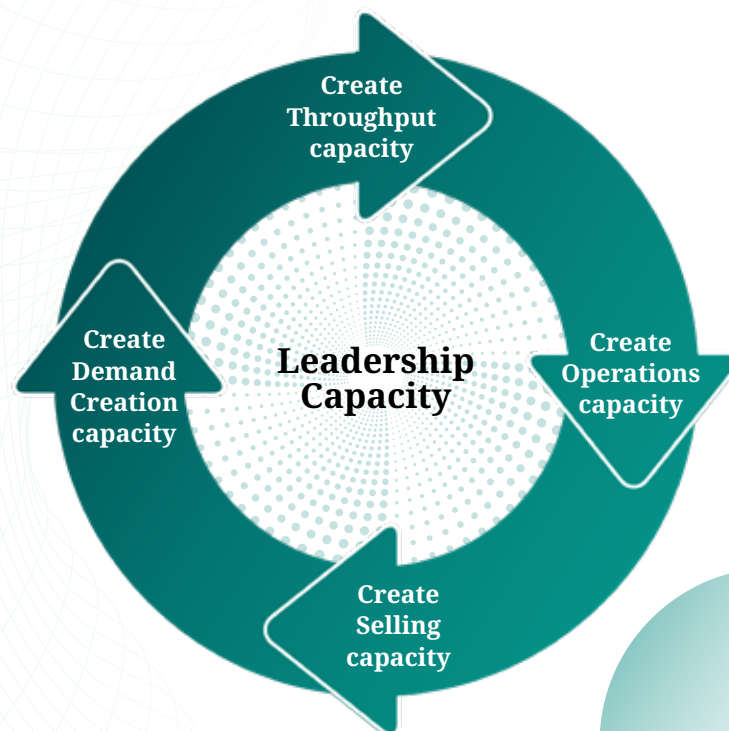


The 4 Capacities That Power Spiral® Growth Strategy

Build. Align. Scale. Spiral® Up.

In most organizations, a lot of money-making capacity gets wasted because of hidden bottlenecks. Operations get stuck with messy inventory, urgent orders, and daily chaos. Sales teams struggle to deliver results, and hiring good salespeople takes too long.

Founders remain tied down with everything falling on their plate. Demand generation is weak, and pricing mistakes—often from miscalculating product costs—lead to saying no to profitable opportunities.



S

-----○

Selling Capacity

Convert far more customers with the same team and resources. Replace target-chasing with a frictionless sales process that makes it natural for buyers to say yes.

O

-----○

Operations capacity

Deliver predictably without chaos. Build systems, people, and processes that scale smoothly so operations never choke growth.

L

-----○

Leadership Capacity

Clone yourself as a founder. Build self-managing teams and bring in leadership talent so critical functions run without you. Free your time and energy to focus on growth, not firefighting.

D

-----○

Demand Creation Capacity

Build sustainable demand by sharpening positioning and messaging. Create pull rooted in trust, so the right customers seek you out instead of you chasing them.

T

-----○

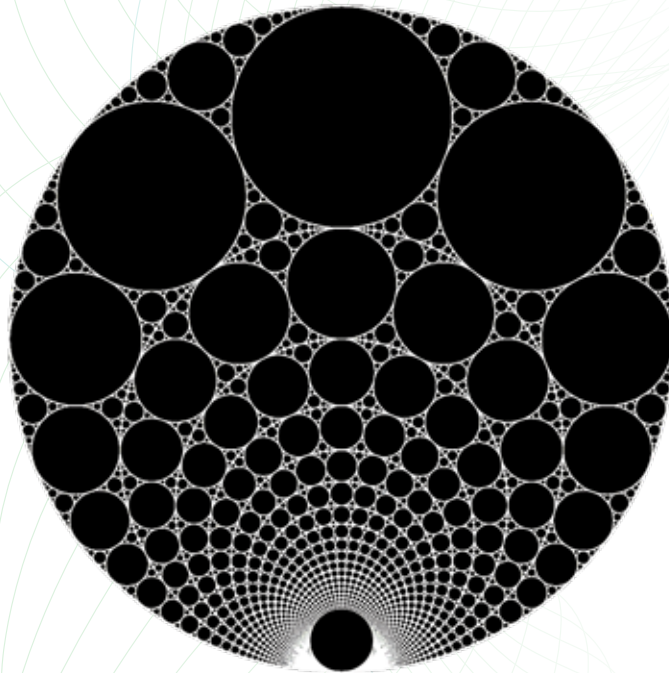
Throughput Capacity

Unlock profits with the right pricing strategy and profit model. Design your portfolio and costing to maximize throughput from your existing capacity — every unit of effort yields the highest possible profit.

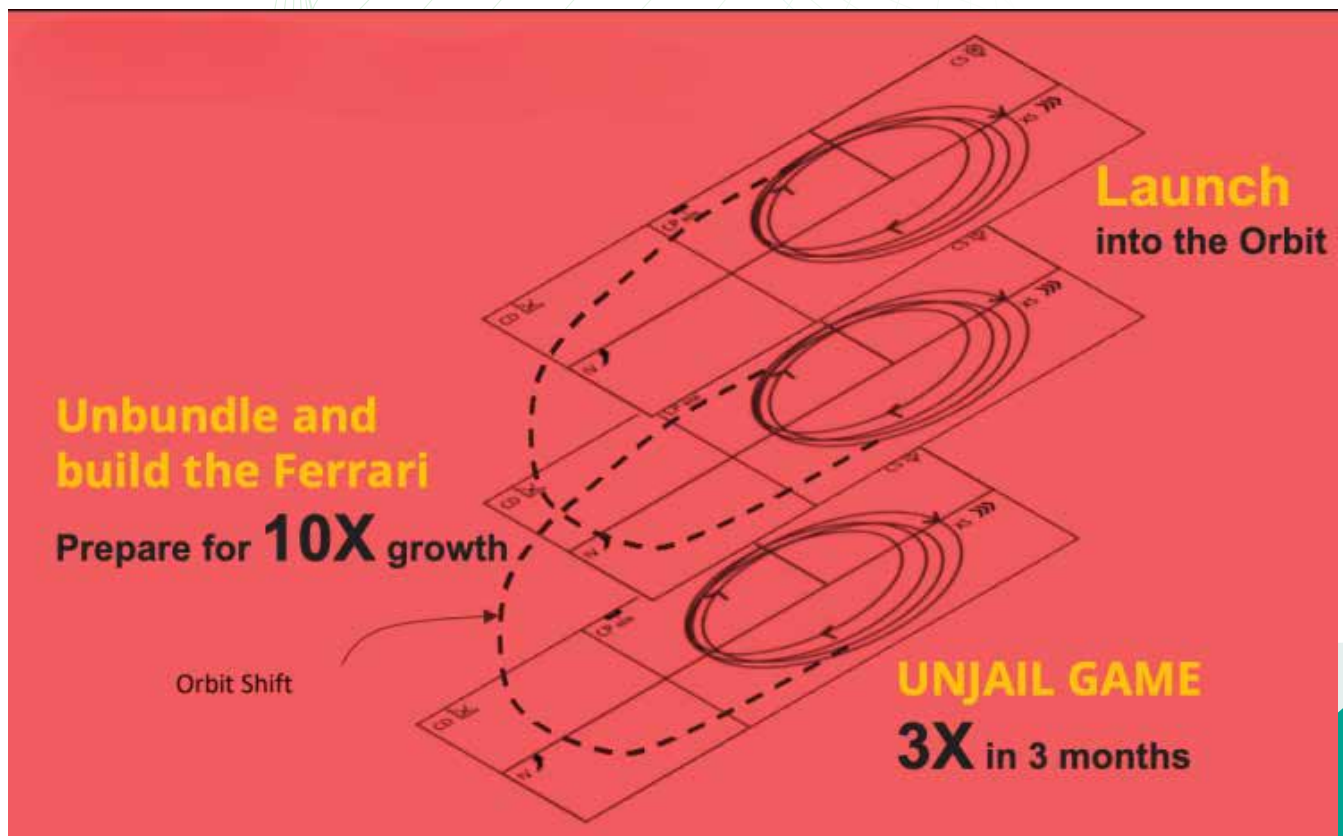
Building the Fractal

8 months program

Don't Chase Growth. Build Fractals.



Scale Up Journey



UNJAIL (3 months)

Break Free from Gravity

Free the founder from bottlenecks, stabilize cashflow, and unlock profits — like cutting the chains holding the rocket to the launchpad.

THROUGHPUT CAPACITY

- Strategic constraint unit
- N1/N2/N3/Pressure tested N1
- Pricing Strategy
- Portfolio clean up
- Products and services.
- Customers Inventory



SALES CAPACITY

- High performance sales team (Level 1)
 - Sales gamification
- Sales playbook (Level 1)
 - Cheat sheets (sales and technical)
 - 4 part sales process
 - Sales pitch level 1

LEADERSHIP CAPACITY

- Unjail the founder
 - Killing the self sabotage loop
 - Collusion -free management
 - Who am I being

DEMAND CAPACITY

- Demand Gen
 - Targeting the right segment & messaging
 - Micro-segmentation
 - Redesign performance marketing campaigns

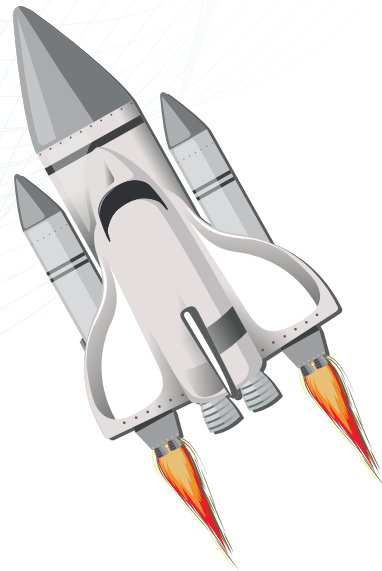
Operations capacity

- Self managing Operations teams (Level 1)
 - Visual Operations
 - Flow management
 - Two way flow
 - Full kitting of different kinds:
 - Information Full kitting
 - Material full kitting
 - Skill full kitting
 - Machine Capacity full kitting

UNBUNDLE (3 months)

Rebuild the Rocket for 10x Thrust

Strip down, re-engineer, and reassemble the business systems — transforming from a patched-up machine into a Ferrari-engine rocket built for acceleration.



THROUGHPUT CAPACITY

- Build Throughput based decision making system.
- 12 different profit models to enhance value

SALES CAPACITY

- High performance Sales team (level 2)
 - Create training/ supervision ticketing systems.
 - Customer Service and ticketing systems.
- Sales Playbook (Level 2)
 - Insight led sales
 - Build sales assets - customer testimonials, case studies, FAQs, Objection handling etc.

LEADERSHIP CAPACITY

- Build leadership capacity
 - Attracting talent - levels to ensure great talent joins and retains
 - Strive Framework - who to hire and exactly how
 - Leadership workshop
- Putting your genius to play
 - Hiring ladder

DEMAND CAPACITY

- Mafia Program development
 - Bundle-unbundle
 - Hidden Assets level 2
 - Hassle Mapping level 2
 - Mafia program design and risk management
 - Competitor mapping
 - Positioning

OPERATIONS CAPACITY

- Free up operations and sales teams (Level 2)
 - Level 2 dashboards for managing whole business in 10 minutes a day
 - Creating skills inventory and growth paths level 1

UNLEASH (2 months)

Launch into Orbit

Ignite full power and break free of limits — shifting from push-based effort to self-sustaining momentum where growth compounds on its own.

THROUGHPUT CAPACITY

- Build dashboards for decision making

SALES CAPACITY

- Build high- quality sales team for new customers (Level 3)
 - Sales team structure for exponential Growth
- Sales Playbook (Level 3)
 - 8 parts sales process and assets creation
 - Removing sales perception constraints

DEMAND CAPACITY

- Bulls-eye framework
- Building brands
 - Taglines and Slogans
 - Brand mood board
 - Brand Feel canvas
 - Brand Identity Canvas



LEADERSHIP CAPACITY

- Role chartering growth paths for each team member
- Stabilizing the new leadership team
- Measurements and management

OPERATIONS CAPACITY

- Inventory Automation Strategy
- Choke the release
- Implement 11 rules of flow
- Performance management & appraisals

Businesses We Worked With

Manufacturers

Exporters

- ▶ RSG Stone
- ▶ Sapphire fashion
- ▶ UK Textiles
- ▶ Precitech Forgings & Engineering Pvt. Ltd.

Brand - B2B

- ▶ Nova Formworks
- ▶ Spectrum Industries
- ▶ Chadha Sales Pvt. Ltd.
- ▶ Klauz Specialities

Brand - B2C

- ▶ BreatheEasy Consultants Pvt. Ltd.
- ▶ IElevate
- ▶ Lamiwood

Custom Manufacturing

- ▶ Precitech Forgings & Engineering Pvt. Ltd.
- ▶ UK fashion
- ▶ Sapphire Fashion
- ▶ Vinir Engineering Pvt. Ltd.
- ▶ Thermodyne Engineering Systems

Commodity Manufacturing

- ▶ Tirupati bright Industries
- ▶ Rashi Granite Exports India Ltd.
- ▶ RSG stone

Traders and retailers

Vendors to Brands/ Tier 1 manufacturers

- ▶ Modvak engineering
- ▶ JK Botanicals
- ▶ Tesna Tech Pvt. Ltd.

Traders and retailers

- ▶ Bearing Traders
- ▶ Shahnaz bright steel industries Pvt. Ltd.
- ▶ Vipul fabrics
- ▶ Gourishanker Polymers
- ▶ Rashi Granite Exports India Ltd.
- ▶ RSG stone
- ▶ Hoseexperts

Services & others

Services B2C

- ▶ Maxemo Capital
- ▶ Study smart
- ▶ Anusha Technovision Pvt. Ltd.

Services B2B

- ▶ Taj relocations
- ▶ V Global
- ▶ Incrementors Web Solutions Pvt. Ltd.

Real Estate

- ▶ E-Square Homes Pvt. Ltd.

By Marketing and Selling channels

Retail and Distribution led model

- ▶ Lamiwood
- ▶ Klauz Specialities
- ▶ Gaurishankar polymers
- ▶ Chadha Sales Pvt. Ltd.
- ▶ Antica Ceramica LLP

Inbound sales led

- ▶ Vipul Fabrics
- ▶ JK Botanicals
- ▶ Bearing Traders

E-commerce

- ▶ JK Botanicals

Account based marketing led

- ▶ Tirupati Bright Industries
- ▶ Vinir Engineering Pvt. Ltd.
- ▶ Precitech Forgings & Engineering Pvt. Ltd.

Marketing led

- ▶ Maxemo capital
- ▶ Incrementors Web Solutions Pvt. Ltd.
- ▶ BreatheEasy Consultants Pvt. Ltd.
- ▶ IElevate
- ▶ E-Square Homes Pvt. Ltd.

Sales outbound led

- ▶ Taj relocations
- ▶ Nova Formworks
- ▶ Hoseexperts
- ▶ Thermodyne Engineering Systems
- ▶ Vinir Engineering Pvt. Ltd.

Government sales led

- ▶ Precitech Forgings & Engineering Pvt. Ltd.



Combined Workshop Calendar



2nd Dec (Online session 1)
9th Dec (Online Session 2)
16th Dec (Online Session 3)



6th Jan (Online session 4)
27th Jan (Online Session 5)
16th Jan
17th Jan

In person workday 1



3rd Feb (Online session 6)
10th Feb (Online Session 7)
24th Feb (Online Session 8)
16th Feb
17th Feb

In person workday 2



6th Mar (Online session 9)
24th Mar (Online Session 10)
13th Mar
14th Mar

In person workday 3



3rd Apr (Online session 11)
21th Apr (Online Session 12)
10th Apr
11th Apr

In person workday 4

UNJAIL GAME
3X in 3 months

**Unbundle &
build the Ferrari**

**Prepare for 10X
Growth(3 months)**

Combined Workshop Calendar

**MAY,
2026**

5th May (Online session 13)
26th May (Online Session 14)
15th May
16th May

In person workday 4

**Unbundle &
build the Ferrari**
**Prepare for 10X
Growth(3 months)**

**JUN,
2026**

2nd Jun (Online session 15)
16th Jun (Online Session 16)
23rd Jun (Online Session 17)
5th Jun
6th Jun

In person workday 6

**JUL,
2026**

14th Jul (Online Session 18)
3rd Jul
4th Jul
24th Jul
27th Jul

In person workday 7

In person workday 8

**Launch into the
orbit (2 months)**

**AUG,
2026**

4th Aug (Online Session 19)

Note:

Workday venue, stay, and food charges are kept flexible & are not included in the program, as the dates and locations may be customized based on the batch's preference.

Disclaimer: 3X in 3 months, 10X jumps are directional goals and not a promise. Actual results achieved will vary from business to business.
The schedule and content are indicative and actual may change as per course progress.