

PRISM: Bridging the Gap Between Business Rankings and Real Investments

Category: Business

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In a global economy where investment decisions are increasingly complex, PRISM (Primus Regional Investment Suitability Matrix) has been introduced as a ground-breaking framework to help policymakers assess and enhance investment readiness across regions.

Going beyond conventional ease-of-doing-business rankings, PRISM provides a data-driven, multi-dimensional evaluation of investment attractiveness based on Cost, Speed, Ease of Doing Business, and Ease of Living. Developed through extensive insights from over 100 CXOs across industries, it offers a holistic, investor-centric roadmap for driving economic growth.

Bridging the Gap Between Rankings and Real Investments

India has made significant progress in improving its [business](#) environment, climbing from 142nd in 2015 to 63rd in the World Bank's Doing Business Report 2020. However, BRAP ([Business Reform Action Plan](#)) rankings have not always aligned with actual investment inflows, revealing the need for a more nuanced evaluation model:

- Andhra Pradesh, ranked 1st in BRAP 2019, placed 8th in private investments.
- Karnataka, India's top private investment recipient in 2019-20, was ranked 17th in BRAP.
- Telangana, Tamil Nadu, and Punjab, labelled "Top

Achievers” in BRAP 2020, ranked 10th, 13th, and 14th in private investmentsâ€œ.

This disconnect underscores the limitations of regulatory rankings as standalone indicators of investment attractiveness.

Expert Endorsements: A Call for a More Holistic Approach

Shri Amitabh Kant, G20 Sherpa, Government of India, [emphasized the importance of evolving beyond traditional ease-of-doing-business](#) measures:

*“Ease of Doing [Business](#) must evolve to incorporate the Speed of Doing Business, Cost of Doing Business, and Ease of Living. Investors today seek more than just ease of entry—they require tailored solutions, sector-specific support, and forward-thinking regulatory mechanisms. PRISM provides a strategic roadmap to address these needs.”*â€œ

Echoing this sentiment, **Kanishk Maheshwari, Co-Founder & MD, Primus Partners**, stated, *“Investors evaluate multiple factors beyond ease-of-doing-business rankings. Cost efficiencies, logistics infrastructure, and policy consistency play a defining role. PRISM is designed to capture these realities, offering policymakers a results-oriented tool to enhance regional competitiveness.”*â€œ

A Comprehensive Framework for Investment Competitiveness

PRISM integrates **nine key factors and 64 sub-factors**, categorized into four dimensions that directly influence investment decisions:

- **Cost of Doing [Business](#)** – Covers land costs, labor expenses, logistics, and regulatory compliance burdens.
- **Speed of Doing [Business](#)** – Examines approval timelines, regulatory efficiency, and infrastructure readiness.

- **Ease of Doing [Business](#)** – Focuses on transparency, government engagement, and industry collaboration.
- **Ease of Living** – Assesses social infrastructure, environmental sustainability, and workforce quality.

Empowering Policymakers with Actionable Insights

PRISM offers a **data-backed, actionable roadmap** to help governments and policymakers:

- **Benchmark** regions against [real investor expectations](#).
- **Identify key bottlenecks** affecting investment inflows.
- **Implement targeted interventions** for improving [business ecosystems](#).
- **Strengthen policy frameworks** for long-term investment sustainability.

With global competition for investments intensifying, PRISM equips governments with the necessary insights to attract, retain, and expand investments-ensuring [sustained economic growth](#) and regional competitiveness.

About Primus Partners Pvt Ltd

Primus Partners is a leading management consulting firm specializing in policy, technology and economic advisory. With a strong presence [across India](#), the firm provides strategic insights and innovative solutions to drive sustainable growth for both public and private sector clients.

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