

# LADDERUP GROUP

Credentials

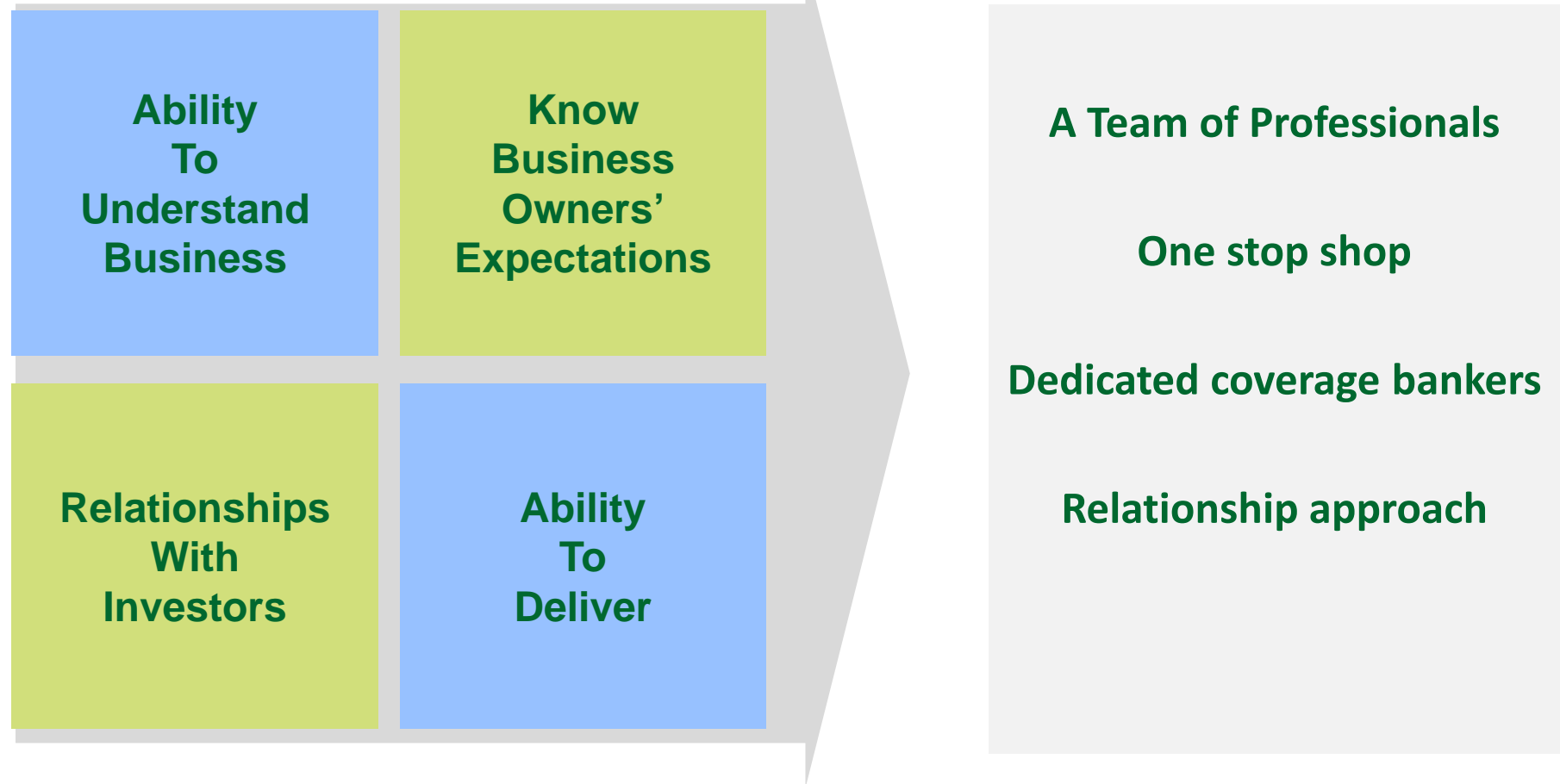
## WHO WE ARE?

Ladderup is a mid-market investment bank and SEBI registered Category I Merchant Banker offering highest quality financial advice and execution skills across Private Equity, Mergers & Acquisitions, Equity Capital Markets, Structured Debt, Project Finance and Venture Investing. We also offer Wealth Management and Insurance broking advice.

### Our Service Offerings

Investment Banking	Equity Capital Markets	Debt Capital	Venture Funding	Wealth Management	Insurance Broking
Private Equity M&A Corporate Advisory	IPO/QIP/Rights Issue Takeover/Buyback Delisting Valuation	Project Finance Structured Finance	Seed Capital Growth Capital	High Net worth Corporate Individual	General Life

## WHY LADDERUP ?



## SERVING OUR CLIENTS SINCE 1993

### Ladderup Finance Limited

- Since 1993, Listed on BSE in 1995
- NBFC, focused on investments
- Invests in seed and growth opportunities
- Holding Company

### Ladderup Corporate Advisory Pvt. Ltd.

- Established in 2007
- PE, M&A, Debt & other corporate advisory services
- Category I Merchant Bankers registered with SEBI
- Mid-market focus
- 20 + team members

### Ladderup Wealth Management Pvt. Ltd.

- Established in 2008
- AUM - INR 3,000 mn
- Equity, Debt, PMS
- Customized advisory
- 20 + team members
- Received Best Financial Advisors Award – “Mega City - West” for the Year 2012 from CNBC TV 18, UTI & ICRA.

### Ladderup Insurance Broking Pvt. Ltd.

- Established 2010\*
- General & Life insurance broking
- Mid-market focus

*\*Received license from IRDA in September 2011*

# SGCO – CHARTERED ACCOUNTANCY PRACTICE

## Chartered Accounting practice of SGCO – amongst the top 50 domestic accounting firms in India

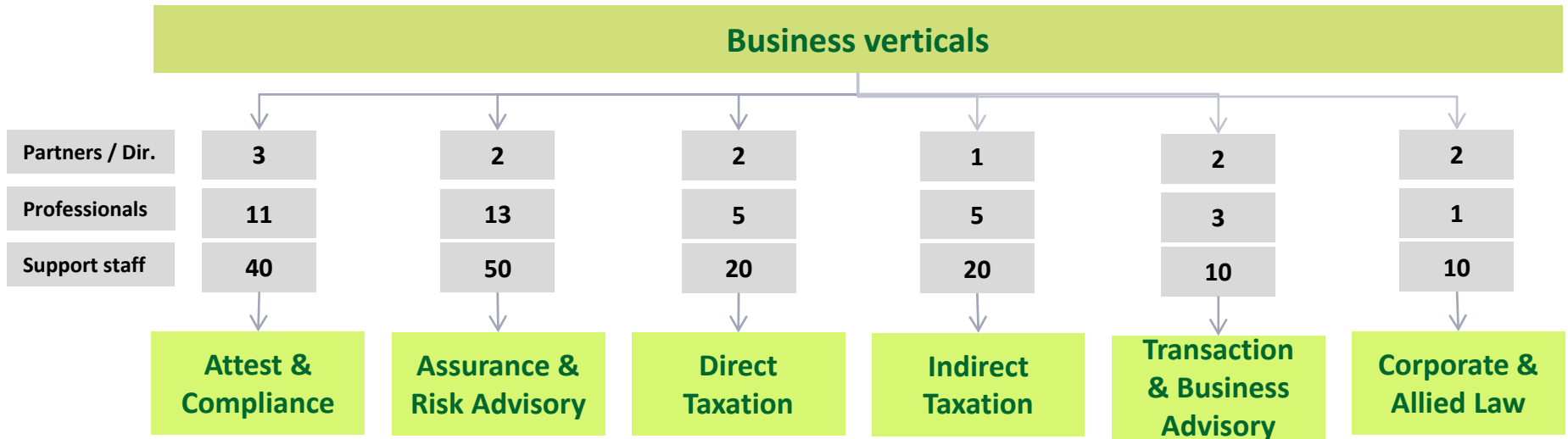
- Established in 1992, it is led by Mr. Sunil Goyal and Mr. Manoj Singrodia – Founders
- Catering to over 200 plus clients across varied sectors
- Member of Kreston International – World’s 13th largest network of Accounting firms
- Mr. Sunil Goyal has been elected in Kreston International Board from the Asia Pacific Region for a term of two years 2012-2014. The Kreston International Board has a total strength of 11 members.

### Member firm of



**Kreston International** is the world’s 13th largest network of accounting firms

- More than 700 offices
- 19,500 professional and support staff
- Global fee revenue of over US 1.6 billion



# BOARD AND MANAGEMENT TEAM

## Board of Directors – Ladderup Finance Limited

- K. Raghuraman**  
Former ED, Punjab National Bank
- Sunil Goyal**  
Co-Founder, Managing Director
- Manoj Singrodia**  
Co-Founder, Director
- Deepak Ladha**  
Executive Director
- Harsha Saksena**  
Executive Director
- KVS Shyamsunder**  
Director
- Narayan Pasari**  
Director
- TB Subramaniam**  
Director, Former Chief GM, IDBI
- Alasdair Nisbet**  
Director, Former Global head of Chemicals  
Lazard

## Corporate Advisory - Management Team

**Sunil Goyal**  
Managing Director

**Deepak Ladha**

Executive Director

**Harsha Saksena**

Executive Director

**Nimesh Salot**

Director,  
Investment Banking

**Raghu Nagarajan**

Senior Consultant  
Debt Syndication

**Brijesh Parekh**

VP, Equity capital market

## Wealth Management Team

**Raghvendra Nath**

MD, Wealth Management

**Nitesh Dhandharia**

CEO, Wealth Management

## OUR TEAM



**Sunil Goyal**  
Managing Director

- Founder of Ladderup Group
- Initially started Singrodia Goyal & Co. ( CA firm ) in 1992 alongwith Mr. Manoj Singrodia
- Subsequently, ventured into financial services business under Ladderup Finance Ltd. followed by Corporate Advisory business by setting up Ladderup Corporate Advisory Pvt. Ltd.
- More than two decades experience in advising clients on key business as well as financial aspects across various sectors with expertise in retail, textiles, food processing, consumer products, engineering and financial services sectors
- Chartered Accountant by qualification



**Deepak Ladha**  
Executive Director

- Over 13 years of investment banking experience - Prior to joining Ladderup in 2011, he was with Lazard in India as Director (Investment Banking) for six years
- Worked with HSBC and Rabo India in their Corporate Finance team for around 7 years
- Worked across sectors with key focus on pharma, chemicals, FMCG / consumer products and financial services
- Key transactions include
  - International Paper acquisition of Andhra Paper Mills (US\$ 430 mn)
  - Sale of Sabero Organics (US\$ 200 mn)
  - Avantor's acquisition of RFCL (US\$ 100 mn)
  - Tata Chemicals acquisition of General Chemicals (US\$ 1 bn) and Brunner Mond (US\$ 200 mn)
  - Panasonic Acquisition of Anchor Electricals (US\$ 500 mn)
  - Idea and TMI on their tender Offer in Spice (US\$ 230 mn)
- Chartered Accountant by qualification



**Harsha Saksena**  
Executive Director

- Over 18 years of experience in Resource mobilisation through Debt and Equity in Manufacturing, Services and Retail sector.
- Has extensive experience of raising funds in domestic and international markets. Specialises in working capital, project finance, structured finance, M&A Financing and Capital market products.
- Has good association with PSU Banks, Private Sector banks, Foreign banks and financial institutions.
- Has held key managerial positions in Reliance ADAG Group, Vedanta Group, Future Group, Grasim and H& R Johnson ( India) Ltd in past.
- In addition to Corporate finance has also managed functions like Investor Relations, Strategic Finance, Legal, Forex and Risk Management in his previous organisations.
- Chartered Accountant and Cost Accountant by qualification.

## OUR TEAM



**Nimesh Salot**  
Director – IB ( Equity )

- Leads the Investment banking team
- Over 16 years of expertise in investment banking advising clients on private equity fund raising, cross-border M&A, business advisory / consulting, corporate structuring
- Assisted MNCs on their India entry strategy, identification of strategic partners
- Extensively worked with clients across various sectors including pharma/biotech, metals, industrials, chemicals, natural resources, media & entertainment, food processing and agri products
- Worked with Ernst & Young, Rabobank India and MAPE
- Chartered Accountant and Cost Accountant by qualification



**Raghu Nagarajan**  
Senior Consultant  
Debt Syndication

- He is Senior Consultant in Debt vertical
- Over 25 years experience of dealing with Large and Mid Corporates and SMEs, Cross Border Transactions and Retail Banking
- Extensive experience of funding across manufacturing, infrastructure, power and trading sectors
- He was associated with Lakshmi Vilas Bank as General Manager for more than 2 Years, before that he was associated with ICICI Bank for 16 Years and previous to this he was associated in State Bank of India for 6 years .
- M.Sc. (Mathematics with specialization in Numerical Analysis) and Post B.Sc. Diploma in Computer Science from Nagpur University,



**Brijesh Parekh**  
Vice President ,  
Equity Capital Market

- Leads the ECM vertical
- Over 10 years of experience in Equity capital market
- He is responsible for handling IPOs, Takeovers, QIPs, Rights Issues and other such transactions in ECM division
- Previously, he has worked with Intensive Fiscal Services Private Limited as a Vice President-Investment Banking
- Key Transactions include
  - IPO of Gokul Refoils (INR 1.4 Bn), Inventure Growth (INR 819 Mn) , Prakash Constrowell (INR 600 Mn)
  - QIP Prime Focus (INR 820 Mn)
  - Open Offer of 18 BSE listed companies
- DMM from Welingkar Institute



# SELECT TRANSACTIONS - ONGOING

Ongoing

**Plastic Pipes Co.**

*M & A- Sell side*

Ongoing

**Fashion Accessories Co.**

*PE Placement*

Ongoing

**Renewable Energy -Solar**

*PE Placement*

Ongoing

**NBFC**

*PE Placement*

Ongoing

**Agrochemical Company**

*Restructuring & PE*

Ongoing

**Transportation ODC**

*Secondary*

Ongoing

**Apparel Retailer**

*PE Placement*

Ongoing

**E-Commerce Company**

*PE Placement*

Ongoing

**Digital Tech Co.**

*PE/VC Placement*

# SELECT TRANSACTIONS - ONGOING

Ongoing

**IT Product Co..**

*PE Placement*

Ongoing

**Industrial Warehousing**

*PE Placement*

Ongoing

**E-Commerce/ VAS Co.**

*PE Placement*

Ongoing

**Light Engineering**

*PE Placement*

Ongoing

**Real estate developer**

*SPV/Holding Company level PE Fund Raising*

Ongoing

**Packaging Co.**

*M & A- Sell Side*

Ongoing

**Beverage Co.**

*Restructuring & Fund Raising*

Ongoing

**NBFC**

*Debt fund Raising*

Ongoing

**Real Estate Developer**

*Debt Fund Raising*

## SELECT TRANSACTIONS - ONGOING

Ongoing

**Agri-Input Company**

*Debt Fund Raising*

Ongoing

**EPC Co.**

*Debt Fund Raising*

Ongoing

**Packaging Co.**

*Debt Fund Raising*

Ongoing

**Power & Ispat Co.**

*Debt Fund Raising*

Ongoing

**PVC Pipe Co.**

*Debt Fund Raising*

Ongoing

**Drip Irrigation Co.**

*Debt Fund Raising*

Ongoing

**Solar power Module Co.**

*Debt Fund Raising*

Ongoing

**Large Textile Group**

*Debt Fund Raising*

## SELECT TRANSACTIONS - RECENT



COROMANDEL  
AGRICO

*Buy -Side M & A Advisory*

2013

**Shree Saibaba Solar**

*Debt Fund raising*

2013



COROMANDEL  
AGRICO

*Acquisition Financing*

2013



**Veto Switchgears &  
Cables Ltd.**

*SME -IPO  
Syndication & Underwriting*

2013



**INDIGO**  
INDIGO METALLOYS PVT. LTD.  
*Pursuing excellence, Redefining trends*

*Debt Restructuring*

2013



**Parag Milk Foods**

*Structured Commodity  
Funding*

2013

**Subway Finance &  
Investment Co. Ltd.**

*Open Offer*

2013

Confidential

**Global Packaging Co.**

*Strategic Advisory*

2013



**Nirlon Ltd.**

*Advisory Services*

2013

## SELECT TRANSACTIONS



**Ess Kay Auto Finance**  
*PE Placement*

2012



**Solar IPP Project**

*Term Loan Financing*

2012

**RAJSHREE INDUSTRIES**

*Quality that speaks about itself*

**Rajshree Industries**

*JV with Swiss Co.*

2012



**AU Financiers**

*Stake Sale Advisory*

2012



**Panama**

*PE Placement*

*UK based PE investor*

2011



**Kisan Mouldings**

*Demerger Advisory*

2011



**Provogue**

*Demerger Advisory*

2011



**AU Financiers**

*Working Capital financing*

2011

**GITANJALI**  
GROUP

**Gitanjali Group**

*Working Capital financing*

2011


## SELECT TRANSACTIONS



**Deepak Fasteners**  
*PE Placement*



2010



**Provogue**  
*Working Capital financing*

2010



**Waaree Instruments**  
*Sale of Strategic Equity*



*Baumer Holding AG, Swiss*

2010



**Kisan Moulding**  
*Project Financing*

2010



**Kamineni Steel and Power**  
*Project Financing*

2010

**Empire Mall**  
*Fund Raising for Real Estate Development*

2010



**Kisan Irrigation**  
*Working Capital financing*

2010



**Unity Infraprojects**  
*Working Capital financing*

2010



**Deepak Fasteners**  
*PE Placement*



*BanyanTree Growth Capital LLC*

2010

## SELECT TRANSACTIONS



**Arya Iron & Steel**

*Foreign Strategic  
Investment*

2009



**Meditronics Healthcare**

*Strategic Sale*



*Philips India*

2009



**Parag Milk Foods**

*PE Placement*



*Motilal Oswal Venture Capital*

2008



**JumboKing Foods**

*PE Placement*

2007

## VENTURE FUNDING : INVESTMENT PORTFOLIO



**Mobile recharge/Online  
E- Commerce Company**

2012

**Annapurna Pet Pvt. Ltd.**

*Company setting up  
project for Pet Preforms*

2012



**Ess Kay Auto Finance**


2012



**Algorhythm Tech**

*Leading Supply Chain  
Solutions Company*


2010



**Lotus Spaces**

*Real Estate Company*

2008



**Parag Milk Foods**

*Leading Dairy Company*

2008



**Tops Group**

*Leading Security Solutions  
provider in India*

2008



**JumboKing Foods**

*Well Known Fast Food  
Retail Chain*

2007



**Invent Bio-Med**

*Stent Manufacturers*

2007



# LADDERUP WEALTH MANAGEMENT PRIVATE LIMITED

HNI

Corporate

Retail

- Vertical lead by Raghvendra Nath and Nitesh Dhandharia
- Personalized solutions - sound research and long term view of investments.
- Long lasting relationships with our clients.
- An investment centered approach.
- Regular communication and no surprises approach.

We offer:

- Portfolio Management Services
- Structured Products
- Mutual Funds
- Insurance
- Estate planning and trust services

**Assets under management**  
**INR 300 crores + in 2012**

Received\*



**Best Financial Advisors Award**  
**-Mega City - West" for the**  
**Year 2012**

**\* Nominated for this award**  
**for year 2010 & 2011**

Cams Market share report



**Top 100 Financial advisors**  
**based on AUM**

In March 2010

Won

**Aditya Birla Premiere League**  
**contest**

## Six steps of financial planning

Preliminary Meeting

Client Goals

Analyze Financial Status

Develop Financial Plan

Implement Financial Plan

Periodic Review

# LADDERUP INSURANCE BROKING PRIVATE LIMITED

## General Insurance

- Mid-market focus, deep industry expertise.
- Risk assessment.
- Dedicated relationship managers.
- We cover property, casualty, fire, marine, cargo, vehicle, professional indemnity and a variety of general insurance needs.
- Relationship with all major general insurers
- We broker the best deal.

## Life Insurance

- Cater to our wealth management clients – HNI, Retail as well as corporates.
- Work with SME corporates to create solutions across entire employee family.
- Cover life insurance, health plans, education, retirement solutions and wealth creation solutions.

Ladderup Insurance Brokers Pvt. Ltd was established in 2010 to cater to a growing need across individuals, HNI's and corporates ;

**“to find customized insurance solutions”**

We have received Insurance Broking Licence from IRDA and have started insurance broking operations

## CONTACT US

### For Further information contact:

**Sunil Goyal**, Managing Director

M : +91-98211-20591

E : [sg@ladderup.com](mailto:sg@ladderup.com)

**Harsha Saksena**, Executive Director

M : +91-98929-49996

E : [harsha.saksena@ladderup.com](mailto:harsha.saksena@ladderup.com)

**Deepak Ladha**, Executive Director

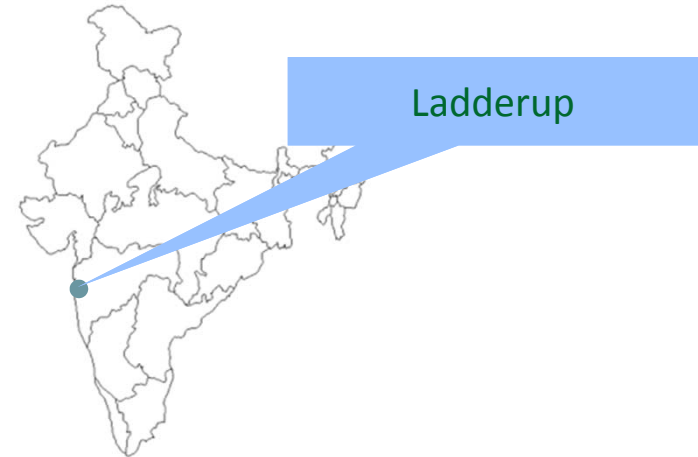
M : +91- 98203-48614

E : [deepak.ladha@ladderup.com](mailto:deepak.ladha@ladderup.com)

**Nimesh Salot**, Director (IB – Equity)

M : +91-98201-28301

E : [nimesh@ladderup.com](mailto:nimesh@ladderup.com)



### Ladderup Corporate Advisory Pvt. Ltd.

102 A, Hallmark Business Plaza,  
Near Guru Nanak Hospital,  
Bandra (E), Mumbai 400 051

Tel : +91 22 4033 6363

Fax : +91 22 4033 6364

E : [info@ladderup.com](mailto:info@ladderup.com)

W : [www.ladderup.com](http://www.ladderup.com)