

### Statutory Declarations:

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SERVICE TAX NO: ADZPJ6617NST001

BANKER: State Bank of India Ghatlodia Branch

CURRENT A/c No: 3187 4676 563 IFSC: SBIN0010966

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## SHUBHAM AGRIBUSINESS & FINANCIAL SOLUTIONS

# SABAFS Services Profile

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Presented by:

RAKESH JHA

*Shubham agri-business & financial solution SABAFS provides outsourced business development & financial services; an innovative model for optimal business performance at a minimal cost in the promising Indian marketplace. Our major advantage is that we deliver the results by taking total responsibility for the entire business process from the first conversation until a profitable deal is done. We have the experience, the interdisciplinary expertise, the high-value contacts and the professional integrity to take you where you want to go, and even further. For optimal & cost-effective business development and sales in India SABAFS presents an ingenious and innovational business model: outsourcing your business development and Institutional sales activities, to obtain the best performance at a minimal cost. As your commercial & executive arm in India, SABAFS will adopt your agenda as its own, and stay with you for as long as you need. We at SABAFS have the professional expertise, extensive knowledge base and vast local contacts to attain maximized business results- relieving you of the cumbersome (and costly) maintenance of self-operations in Institutional Business. You'll set the goals, fix the time frames and determine the budgets, and we'll perform the tasks you specify: from initial market evaluation, through finding the right local associates, all the way to obtaining the best business results in the Indian market. SABAFS was founded upon a sound, extensive basis of professional experience and know-how in the vast fields of business development, sales, marketing and Finance. Team is experienced of nearly two decades of multifaceted activities in agri business like commodity trading, seed production, seed marketing, agrochemical marketing, rural marketing, agri finance and banking etc. ; SABAFS has acquired thorough knowledge of the local marketplace, numerous beneficial contacts, and an all-inclusive view of the intricate Indian business*

## ***Service Specification***

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## Service Specification

### Introduction

SHUBHAM AGRIBUSINESS & FINANCIAL SOLUTION, an independent boutique Corporate Agribusiness & Financial Advisory firm, established in July'08 and headquartered in Ahmedabad, India, is committed to providing customized corporate finance advisory services and Institutional Business supports for emerging, mid-size and large size companies involved in any Agribusiness Activity.

Our comprehensive range of Corporate Advisory services includes corporate finance, public and private mergers & acquisitions, business for sale, project finance, fund raising, joint ventures, and strategic business consulting services with a particular focus on emerging to large size business.

Our Corporate Advisory Services are designed to assist our clients with building and implementing the financial and operational strategies on merger acquisitions, crucial for achieving Growth, building Value in their companies by Realizing Liquidity.

In an era of distress, disputes, and financial and operational challenges, we invite you to explore why companies turn with confidence to Shubham Financial Solution Corporate Advisory. We are committed to upholding the highest ethical standards and are dedicated to avoiding conflicts of interest in all aspects of our business.

SABAFS is promoted by Mr. RAKESH JHA - A result driven agribusiness & finance professional with an experience of over 16 years currently operating as the Chief Executive Officer in Shiva Consultancy Group- Ahmedabad with well-developed expertise in business development, Strategy & Management Consultation, Corporate Advisory on Project and Working Capital Finance, Fund Raising, Training & Capacity Building. Institutional Business

### Services offered

Our Corporate Advisory business provides confidential, strategic and tactical advice to both public and private companies, with a particular focus on Emerging & mid-size companies, in the execution of:

#### Corporate Advisory

- ✓ Mergers and Acquisition
- ✓ Strategic Business Advisory Services
- ✓ Sell-Side Advisory
- ✓ Buy-Side Advisory,
- ✓ Accounting and Legal Services

#### Agribusiness Services

- ✓ Business Development
- ✓ Institutional Sales Support
- ✓ Agriculture Value Chain
- ✓ Corporate and Contract Farming Services
- ✓ Product Development, Compliance & Registration

#### Financial Advisory

- ✓ Local & International Financing
- ✓ Private Equity Advisory
- ✓ Venture Capital
- ✓ Restructuring of existing Debt
- ✓ Expert Testimony & fairness

## Service Specification

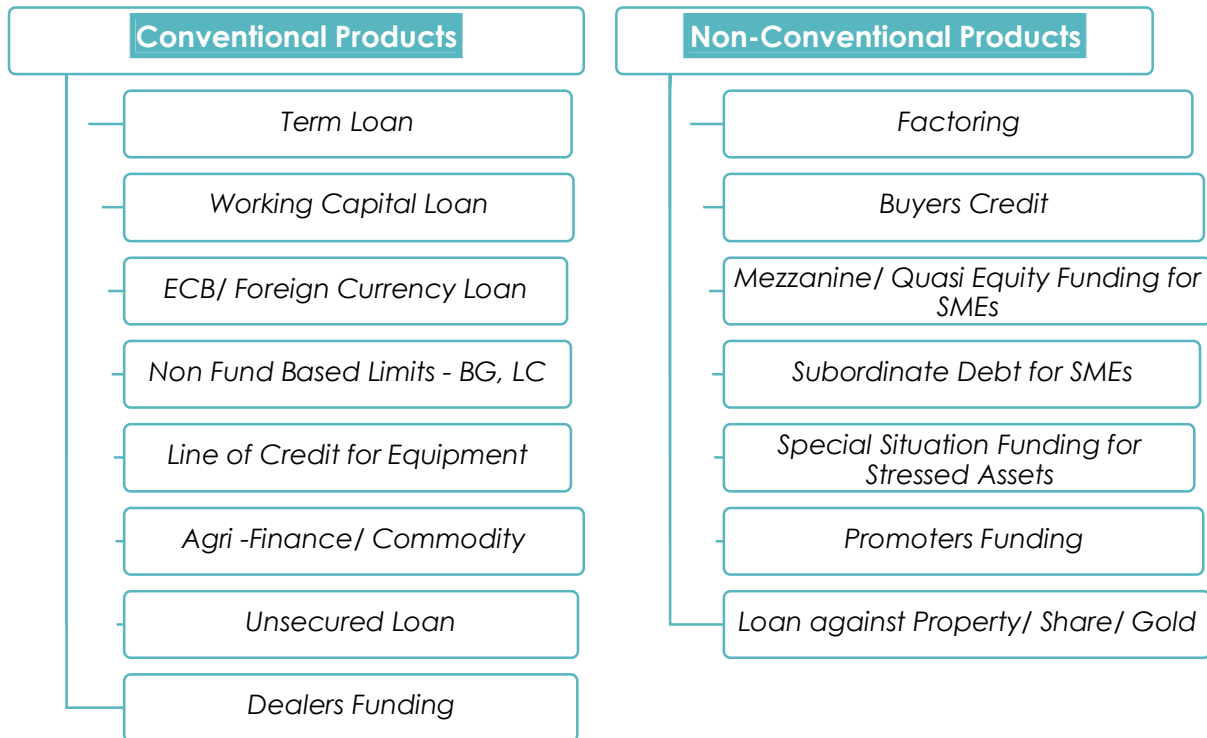
With dedicated and experienced professionals, SFS is able to articulately and confidently recommend the most appropriate financial strategies and measure how each of them impacts shareholder objectives relative to risk, liquidity, asset diversification, succession issues, estate planning, value maximization on corporate finance, mergers and acquisitions, business for sale and project financing.

"We are comprehensive and exacting in our advice and transaction execution. We apply the same focus and discipline to every assignment."

SFS offers wide range of services for the Indian corporate sector including development & execution of Fund Raising through Debt & Equity, Mergers, Acquisitions and Strategic Business Advisory engagements. SFS is also engaged in advisory for domestic as well as foreign private equity/ Venture capital investors for deal flow generation, pre-investment due diligence, Valuation, Post-investment monitoring and exit strategy.

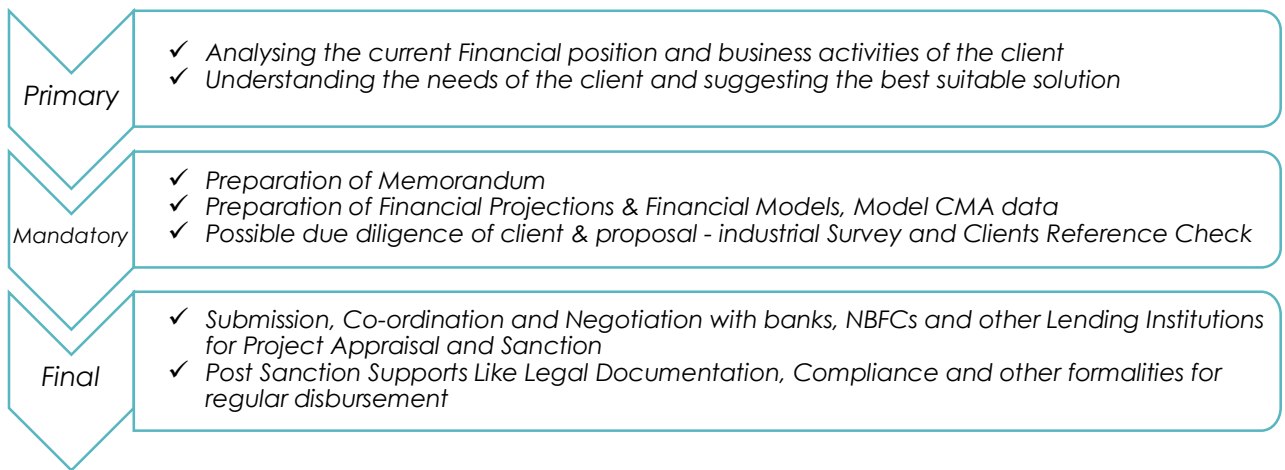
### Corporate Fund Raising - Debt

Our practice involves: Valuation of privately held businesses, through various methods like Discounted Free Cash Flow, Enterprise Valuation as also Asset valuation in order to discover the fair price, Creating a document justifying the valuation and offering it to prospective investors in case the owners desire to divest their holding in part and or in full, Forging deals for Private equity Placement, divestment as well as debt, Placement of private equity, debt and hybrid financial instruments, Capital structuring so as to reduce overall cost of capital

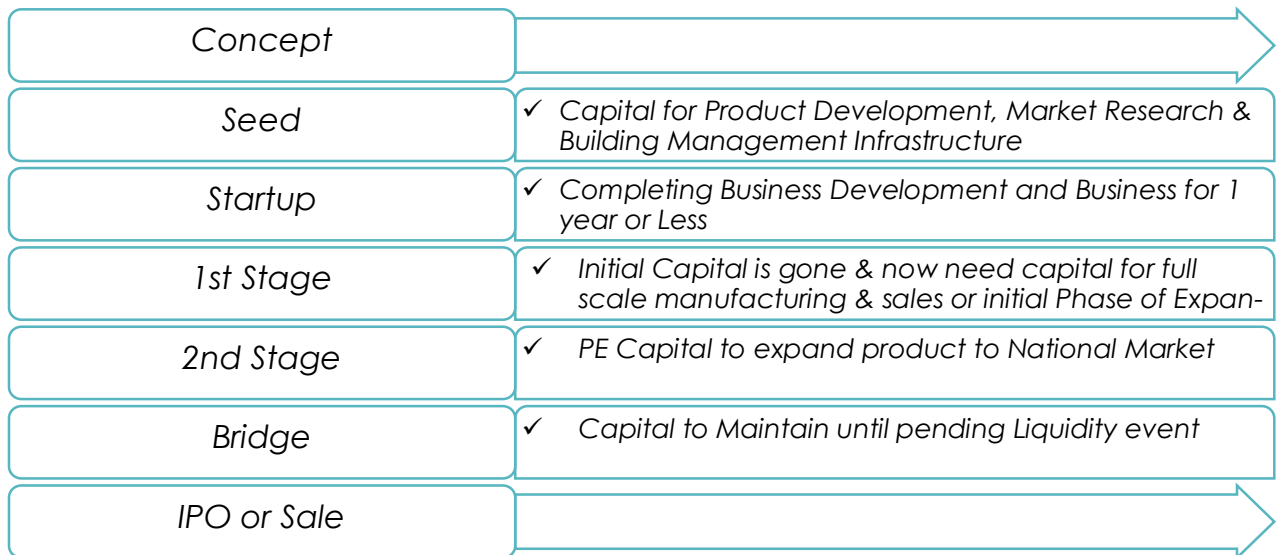


## Service Specification

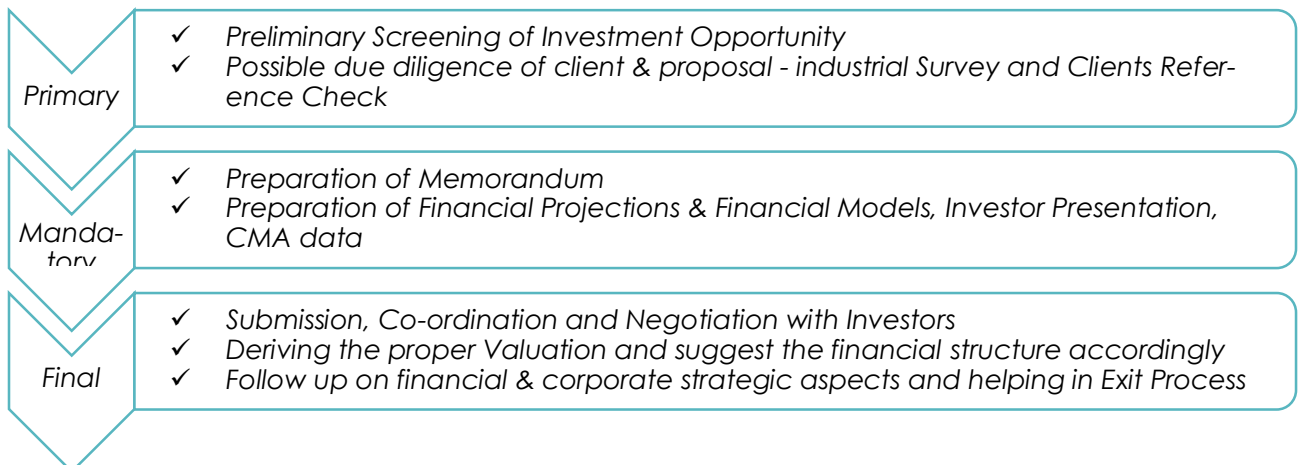
### Role of SFS for DEBT:



### Corporate Fund Raising – Equity



### ROLE OF SFS – Private Equity/ VC



## **Service Specification**

### **Merger, Acquisitions & Joint Ventures:**

M&A As a powerful tool for corporate restructuring: offers tremendous opportunity for companies to grow & add value to shareholders' wealth in the long run. Today's global scenario has changed the way people do their business. The consolidation phase across the industries has changed the rules of the game. The mergers, acquisitions and joint ventures are critical for the growth as well as the sustain ability in the long run.

### **Strategic Review**

The vision of SABAFS is to become a growth partner in company's strategies for achieving their long term and short term goals. SABAFS provides advisory services to a company for its strategic decisions. The services includes transactions like Joint venture tie ups, Strategic Investment and tie ups, merger and acquisitions, business consultancy and project feasibility studies.

Strategic review allows a fundamental appraisal of business at a point of time. It also allows formulation of business plans that would set a course towards sustainable and improved profitability. Most organizations find it difficult to allocate sufficient time and resources for this process and even when attempted they tend to lack objectivity.

Successful businesses are able to introduce structures and disciplines which allow management to proactively review, expand or change their strategic directions in response to internal or external developments or challenges. SABAFS helps organizations to develop these structures and systems that equip organizations to manage future uncertainties.

The process we adopt involves: Clarifying vision and mission, Reviewing and restating strategic objectives, Undertaking a detailed SWOC analysis, Developing strategic options from SWOC, Evaluating and choosing the most suitable option and Formulating tactics, time scales and responsibilities, Generating a complete feasibility report for each project and business

In order to ensure sustainability of the process and transfer of knowledge to the client organization, a monitoring and controlling mechanism by the client team through the PDCA approach is also put in place.

### **Business Planning**

The Business Plan is a formal written expression of entrepreneurial vision, describing the strategy and operations of existing/proposed venture. The present dynamic economic environment accentuates the need to formulate Business Plan, even for a profit making existing business, as it: Provides current assessment of business as well as roadmap for future , Is a statement of the plan of action to achieve strategic objectives, Assists business to grow by design, Is essential for securing finance, Is a tool for decision making, Is a living document that gets reviewed regularly in the backdrop of changing business environment and company's own performance, Involves participation of key managers & employees at all stages leading to better team building.

## ***Service Specification***

*For a proposed venture a business plan is all the more important, as it also provides answers to the fundamental questions like: Is there really an opportunity to serve an important customer need or want? Do the numbers work out favorably? Does the opportunity really match? Personal goals, values, abilities and resources required to exploit the opportunity.*

### **Business Re-structuring**

*Restructuring focuses on Business Evaluation and Re-appraisal, Mergers & Acquisitions, Divestments and associated transactions. We have experience in: Unlocking hidden values through business analysis and asset restructuring, Resolving complicated business as well as management issues, Structuring difficult cross-holding among members of business families, Finding joint venture as well as technology partners, Mergers & acquisitions for better value creation, Divestment of business as a whole and or in parts*

*Our range of services involves utmost confidentiality and therefore we strive to establish one-to-one relationship with our clients. Our teams always maintain an arms-length relation and Confidentiality Agreement becomes the first step in client dealings.*

### **Marketing**

*Marketing consultancy is focused more on the emerging organized retailing and involves: Market Research using modern tools of data collection and analysis, developing a suitable business model, essentially consisting of a pilot and then phased roll-out, Conducting in-store as well as out-store customer satisfaction and expectation surveys, assisting in setting up and monitoring distribution channels.*

### **Training**

*Our programs are designed to kindle the 'thirst of knowledge' amongst participants. The thrust is on experimental & experiential learning, competence development for excellence and self-reliance, and development of skills that enable one to be independent, yet a part of the team. This allows participants to imbibe fully the learning imparted during the program and also opens their minds to constant up-gradation. The character of the programs is modern, incorporating all factors that need to be developed for success in the corporate sector. They are available in either pre-designed or customized modules as per requirements of our clients.*

**Pre-Designed Modules Like** : *Attitudinal Change for Organizational Effectiveness, Team Building & Leadership, Business Etiquette and Corporate Manners, Managing stress for better performance, Time Management, Communication Skills, High-Impact Presentations, Fun with Finance, Planning and Monitoring tools, Retail Brand Management*

**Methodology** : *The trainings are conducted, apart from class room lectures, using different tools like; Case Studies, Games, Simulation Exercises, Role Plays, Worksheets, Video Recordings, A/V Aids and Psychometric Tools.*

## ***Service Specification***

### **Retail Consulting**

**Strategy planning** : We help retail organizations to develop a documented strategy with corresponding goals, objectives and action plan. This also extends to making a business plan clearly delineating phase-wise roll out of stores

**Project Management** : Identifying store locations, facilitating space acquisition, developing procedures/ checklists for store opening, coordinating with various service providers, managing all pre-opening activities, organizing inauguration and subsequent handing over the store to the operations team.

**Franchise Development** : Help organizations to identify the right franchisees across locations and assist them to set up the business so as to help achievement of shared business goals.

**Store Manuals** : Developing store operation manuals with clearly defined procedures and well documented processes. This helps to empower store staff to respond to customer needs and ensuring similar service levels all across.

**Recruitment and Training** : Getting and training personnel with right skill set is a challenge in the Retail sector. While we help retail organizations to identify and recruit managerial staff from competing industries as well as from other organizations in the sector itself, we also have good relation with a host of business schools for recruiting fresh talent. Our focus on sales staff and front & back office staff is to recruit youngsters from semi urban centers, train them and place them in retail chains across a language region.

**Employee Retention and Career Development** : We also advise clients on retention strategies by providing for career growth and development within the organization itself through a transparent performance and potential assessment system.

**Store Audits** : Essentially to help store staff to deliver what the organization expects of them to do and organization to know and respond to the ground realities at the shop floor level. We look at sales strategies, systems, procedures, and employee experience and customer feedback.

**Customer Satisfaction Survey** : We do this through mystery shopping, spot interviews of customers coming out of the stores as well as focused group meetings of regular customers of a store.

## Service Specification

### List of Clients:

Brief List of the few satisfied clients of SABAFS for Various Services:

<b>Name of Client</b>	<b>Industry</b>	<b>Services Rendered</b>
<b>Ram Agri Infra Pvt Ltd- Ahmedabad</b>	Real Estate	Fund Raising- Equity
<b>Makong Rubbers Pvt Ltd- Delhi</b>	Tyre	Fund Raising Debt
<b>Ideal Systems Pvt Ltd- Ahmedabad</b>	Information Technology	Fund Raising - Debt
<b>Jeevan Vikas Trust- Ahmedabad</b>	Social Development	Fund Raising- Crowd Sourcing
<b>Loha Group - Mumbai</b>	Brown Field Project	Techno-Commercial Advisory
<b>RBA Textiles- AP</b>	Textiles	Project Management- Textiles
<b>Reliance Foundation - Mumbai</b>	Social Development	Training & Capacity Building- staff
<b>Mission Biotech Pvt Ltd- Ahmedabad</b>	Agri Inputs	Institutional Business
<b>Asian Development Bank- Delhi</b>	Finance	Agriculture Value Chain Consultancy
<b>Grant Thornton - Gurgaon</b>	Consultancy	Horticulture Value Chain Advisory
<b>Bosch Rexroth india Ltd- Ahmedabad</b>	Manufacturing	Landscape Designing
<b>Tender Tiger - Ahmedabad</b>	ITeS	Tender Filing & advisory Services
<b>Big Offset Pvt Ltd- Ahmedabad</b>	Printing	Fund Raising- Debt
<b>Amit Rice &amp; Pulse Mills Pvt Ltd- Dahod</b>	Food Processing	Techno-Commercial Evaluation
<b>Ashish Talkies - Kathlal</b>	Entertainment	Fund Raising - Debt
<b>JB Patel &amp; Co - Mumbai</b>	Petroleum	Fund Raising – Debt
<b>Champions Agro Ltd - Rajkot</b>	Agri Value Chain	Techno-Commercial Evaluation
<b>Madhuban Agri Storage Pvt Ltd- Ahmedabad</b>	Agriculture Value Chain	Techno-Commercial Evaluation
<b>Fivestar Granites &amp; Building - Pampayanayali</b>	Mining	Fund Raising- Debt
<b>South Indian Gas Agencies Pvt Ltd- Chennai</b>	Petroleum	Fund Raising - Debt
<b>IGI Infracon Pvt Ltd - Bangalore</b>	Infrastructure	Fund Raising - Debt