



ProBizAdvisor & Business Excellence LLP

Introduction

Promoters

Anand Rathi
Chairman

Adesh Gupta
Managing Partner

Sanjeev Bafna
Managing Partner

Overview

- ProBizAdvisor is promoted by Anand Rathi, Adesh Gupta and Sanjeev Bafna, all are professionals having vast experience of managing diversified businesses.
- Worked at Management Level with Aditya Birla Group, the leading business conglomerate of India, at different times
- Have cumulative experience of more than a Century

Key Strengths

- Client centric philosophy, with clear focus on providing long term value addition to client, while maintaining the highest standards of excellence, ethics and professionalism.
- Create Excellence in Business, Finance & Corporate Services.
- Experience across sectors like Cement, Textiles, Financial Services, Metals & Mining, Chemical, etc.
- Reservoir of Pull of Industry Experts.
- Strong network in the financial industry.
- Well diversified team with experience in Industry, Investment Banking and related fields.
- Well qualified team of people consisting of MBAs (IIM + other Tier 1 Business schools), CA, CMA, CS and Engineers.

Our Bouquet of Products & Services

Excellence in Business

- Help Planning, Tracking & Improving in Business Operations & Profitability
- Develop & Tracking Plans & Strategy

Excellence in Finance

- Developing Capital Structure
- Help in Equity Raising
- All type of Debt Raising
- Debt Restructuring
- Liasoning with Banks & other Lenders

Excellence in Business Processes & Delivery

- Help in Designing, Implementing & improving Commercial Systems
- Supervision & Review of Accounts & Finance operations.
- Building Finance & Commercial Team, Training, Recruitment & Development.
- Legal Compliance, Risk Management & any advice on Commercial & Financial matters

Other Services

- Stressed Assets Management
- M & A Advisory Support
- Resolution Professional (under IBC Code)



Indian Businesses – Current Scenario

- Indian Businesses are passing through difficult phase due to External and Internal Factors.
- There is a increasing trend of Bank NPA's & Stressed Assets and some of the common causes are :
 - Poor Operational Performance
 - Poor Financial Management & MIS
 - Disorder of Corporate Governance
 - Global Slowdown
 - Lack of Efficient and Effective Management Team
 - Diversion of Funds to unrelated activities
 - Competition & Low Demand
- Banks are under severe stress to recover money from NPA's and Willful Defaulters
- **Resolution of NPAs is top most priority for Banks for improving Revenue & Strengthen Net Worth.**

ProBiz can Help Banks reducing NPAs & Stressed Assets

Why Collaborate With ProBizAdvisor

What we offer

For Banks & Other Financial Institutions

We offer following services to improve the operations resulting into profitability of Stressed Assets; which would reap higher valuation as well as enhancing the recovery process of Banks & Other Financial Institutions.

- Overall Management for Turning Around / Operations.
- Facilitation to incumbent Strategic Investor in Interim Business Management.
- Helping incumbent Strategic Investors in managing Business Operations on regular basis.
- Helping in Financial Structure Design.
- Exploration for bringing Strategic Investor for viable proposals.
- Help in arriving at right valuation of Stressed Assets.

Objective is to Add Value to the Stressed Assets

What we offer (Cont..)

For Borrowers – (Operational Advisory)

- Improving Performance by overall Management
- Choosing Right Strategies
- Strengthening Processes
- Business Process Re-Engineering and Optimization
- Cost Reduction and Increased Productivity
- Focus on Marketing
- Efficient Utilization of Resources

For Borrowers – (Strategic Advisory)

- Disposing Surplus Assets/Liabilities
- Arranging Strategic Investor
- Arranging Equity Capital/Other Loans

Objective is to Add Value to the Stressed Assets

PROBIZ'S EDGE OVER BIG FOUR

- **Promoter Advantage**
 - Hands on Experience of decades in Managing and Supervising Operations
 - Professional Standing with the Bankers
- **Knowledge** of Target Clients to help in locating Buyers
- **Direct Involvement** of the Partners in Supervision
- **Cost Effectiveness**
- CFO services as a **Major Focus** Area of our Business
- **Currently Helping** a number of Stressed Clients

Management Team



Anand Rathi
Chairman

- >50 Years in Project Management, Business Management, Restructuring, Financial & Capital Market and Management Consultancy
- Founder & Chairman of Anand Rathi Group
- Worked with Aditya Birla Group and was actively involved in all strategic initiatives, being instrumental in shaping the group's cement business, and spearheaded its foray into diverse businesses in manufacturing and services
- Past President of Bombay Stock Exchange
- Council Member – ICAI
- FCA (Gold Medallist)



Adesh Gupta
Managing Partner

- >35 Years in Strategic Planning, M&A, Disinvestment, Business Management and Restructuring, Capital Raising, Investor Relation, Taxation
- Various capacities in Aditya Birla Group- Whole time Director & CFO at GRASIM, Director in Ultratech Cement- CFO of Aditya Birla Nuvo ,Jt. President in Birla Finance
- Awarded as Best CFO by ICAI, IMA & BT
- Member NACAS (A Central Govt. Body for setting up Accounting standards)
- FCA (Rank Holder), FCS., AMP(Harward)



Sanjeev Bafna
Managing Partner

- >30 Years in Business & Finance Management, Business Restructuring, benchmarking business & Corporate Governance
- Earlier worked as group CFO with SIVA Group, President & Dy. CFO at GRASIM, VP (Finance) at Birla Power Supply Co. Ltd, GM (Finance) at Indian Rayon and IndoGulf Corpn, Tata Exports & HDC
- On Board of Indian Association of Finance Professional
- FCA (Rank Holder), CS

Thank You

ProBizAdvisor & Business Excellence LLP

C -401 Marathan Innova, G.K. Marg, Opp. Peninsula Corporate Park,
Lower Parel (West), Mumbai 400 013,
Phone : +91 22 61146300, www.probizadvisor.com