



## **ProBizAdvisor & Business Excellence LLP**

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Business Support to Private Equity & Other Institutions

# 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 qualified professionals having vast experience of **managing diversified businesses.**
- All have worked at **management level with Aditya Birla Group**, one of the leading business conglomerate of India, at different times
- Each having experience of over three decades each

## Key Strengths & Differentiation

- **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.
- **Pool of Industry Experts to support** specific areas required.
- **Strong network** in the financial services industry
- **Well diversified team** with experience in Industry, Investment Banking and related fields
- **Supported by well qualified team** of people consisting of MBAs (IIM + other Tier 1 Business schools), CA, CFA, CS, and Engineers

## We Offer a Bouquet of Products and Services



### Excellence in Business

#### For Business & Institutional Investors like Private Equity

- Designing, Tracking & Improvement in Operations & Profitability
- Develop & Tracking Plans & Strategy

### Partnering Institutional Investors

#### Financial Advisory Services

- Capital Structuring
- Equity Raising
- All type of Debt Raising
- Debt Restructuring

### Other Services

- Stressed Assets Management
- M & A Advisory Support
- Outsourced CFO services

# Excellence in Business Advisory

## Operations & Profitability

- **Improve efficiency & effectiveness** of operations with focus on increasing revenues & cutting costs
  - **Aligning business activities with KPIs** and strike a balance between short and long term goals
  - **Benchmark of the performance** with best in class competitor and suggest improvement
  - **Help in accelerating business growth** and effectiveness of assets
  - **Help in designing & deploying best system**, processes and practices and their continuous improvement
  - **Participate and understand regular business / risk management** reviews for improving business performance
  - **Help in planning, negotiating or structuring** long term contracts for services.
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## Develop strategy (both long & short term) for

- Business & Capex Plan / Portfolio Mix
- Merger / Demergers / Spinoffs for optimizing business portfolios
- Divestment and Asset Sale
- Long Term Strategic Contract

## Planning & Strategy

## Supporting Executing of Strategies

- Evaluation and Due Diligence of alternate proposals
  - Negotiations and Finalizing Long term or strategic Contracts
  - Finalize various Standard Practices for risk mitigation
  - Continuing Monitoring of Execution
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# Partnering Institutional Investors & Other Services

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## Partnering Institutional Investors

- **Helping Investors / Lenders like Private Equity Funds**, Banks, Indian Subsidiary of MNCs, Family Managed Business, Promoters of early stage companies in
  - Evaluation / Due Diligence services
  - Complete Monitoring of Performance
  - Actions for monitoring and online improvements
  - Ongoing strategic support
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## Stressed Assets Management

- Help in Financial Structure Design
  - Overall Management for turning around / Operations
  - Facilitation to incumbent strategic investor in Interim Business Management
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## Outsourced CFO Services

- Complete outsourcing CFO Job and/or advice on such matters
- Legal Compliance / Supervisions of Accounts / Consolidation
- Building Finance & Commercial Team, Training, Recruitment & Development

# 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**

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