



ProBizAdvisor & Business Excellence LLP

Introduction

Management Team

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.
- Worked at Senior Level with Aditya Birla Group, one of 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.
- Pool of Industry Experts
- Strong network in the financial services 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, CFA, CS, and Engineers

Management Team



Anand Rath
Chairman

- >50 Years in Project Management, Business Management, Restructuring, Financial & Capital Market and Management Consultancy
- Founder & Chairman of Anand Rath 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 (Harvard)



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

Our Services

Bouquet of Products and Services for Clients



Corporate Debt

- Term Loan/ Working Capital Financing
 - Foreign Currency Loan
 - Commercial Paper
 - Debt Restructuring/Capital Restructuring
 - Convertible Debt
 - Mezzanine Funding
 - Loan Against Share
 - Loan Against Property
 - Liasoning with Banks/NBFC
 - Personal Finance
-

Business Excellence

- Profitability Enhancement
 - Planning & Strategy
 - Stressed Assets Management
 - Business Review & Management
 - Development of SOPs
 - Management Audit
-

CFO/Advisory Services

- CFO Services (Full /Part Time)
 - Partnering with Institutional Investors
 - Assessing New project Viability
 - Liasoning with Institutional Investors
 - Corporate Bank Liasoning
-

M&A and Private Equity

- Capital Structuring
 - Buy & Sell Side Advisory
 - Hive Off/Restructuring
 - Takeover Defence
 - Private Equity
 - Investor Relation
 - IPO Advisory
-

Associate Services

- Corporate Services Market place (A platform for services to be provided or availed)
 - Talent Acquisition
 - Training and Development
 - Sell/Buy of Surplus Assets
 - Project Appraisal Services
-

To achieve client objectives by Creating Corporate Excellence

Profitability Enhancement

- Improving efficiency and effectiveness of operations with focus on increasing revenues and cutting costs.
- Aligning business activities with KPIs and strike a balance between short and long term goals.
- Benchmark the performance with best in class competitor and suggest improvement.
- Accelerating business growth and effectiveness of assets.
- Deploying best system, processes and practices and their continuous improvement.
- Planning, negotiating or structuring long term contracts for services.
- Development Of SOPs

Planning & Strategy

- 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
 - Overall corporate structure including Capital Structure
- We can also support Executing of Strategies**

Stressed Asset Management & Business Review & management

- Stressed Assets Management**
- Selling & Buying Stressed Assets
 - Revival Plans
- Business Review Management**
- Business Portfolio Review
 - Balance Sheet Management
 - Risk Management
 - Management Audit

To achieve client objectives by Creating Corporate Excellence

CFO Services (Full/Part Time)

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

General Business Advisory

- **Advising / Helping new start ups / diversification**
 - Assessing viability
 - Corporate structure considering various aspects like tax implication
 - Financing structure
- **Represent the business to various stakeholders viz.,**
 - Investors Presentation to important shareholders like FII's, PE, etc.
 - Financial Institutions/ Banks
 - Government / Semi Government bodies

Partnering – Institutional Investors

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

Thank You

ProBizAdvisor & Business Excellence LLP

C -401 Marathon Innova, G.K. Marg, Opp. Peninsula Corporate Park,
Lower Parel (West), Mumbai 400 013,

Phone : +91 22 61146300, www.probizadvisor.com