

Autumn Leaf

Finance and Capital Advisory Services

AUTUMN LEAF



"As strategists, core of our work is always the same: discover the crucial factors in a situation and creatively design a way to coordinate and focus actions to deal with them to **Unlock Success**."

Our dedicated Finance and Capital Advisory Services team brings specialist skills to help you succeed.

Whether it is for –

- **Your organic or inorganic growth initiatives;**
- **Raising new capital through private equity or strategic partners;**
- **Assisting in strategic mergers and acquisitions;**
- **Enhancing shareholder value through sale & divestiture;**
- **Project financing and debt funding; or**
- **Strategic communication and crisis management;**

– our team brings expertise that can help you meet your business financial needs.

Where and How We add value

Collaborative participation with clients, made possible by our genuine understanding of the perspectives of different stakeholders; expertise in investment banking, capital structuring, credit risk, as well as in business planning; and experience in addressing issues concerning private equity investors, strategic buyers, lenders and borrowers, helps us in consistently exceeding our clients' expectations. Our hands-on experience and exposure provides us with perspectives that enable superior and successful outcomes for our clients.

We provide specialist services in the following areas:



Raising Growth Capital

Raising growth capital for your company or project through Private Equity (PE) investments can be complex, tricky and sometimes frustrating.

THAT'S WHERE WE COME IN....

We can help you in raising funds from investors who not only bring a fund base but also help in business growth through their network, expertise and support, while appreciating the importance of the entrepreneurial spirit of the organization.

We ensure that the myriads of issues peculiar to a PE transaction can be simplified for you, implications explained and dealt with appropriately. Our strong network with PE funds gives us the distinct advantage of understanding preferences and value add of different funds.

Our services include:

- Industry analysis and validation of business plan
- Evaluation of financing needs based on growth projections
- Analysis of viable dilution options for required growth capital
- Price-discovery / Valuation as per the business plan and peer comparisons
- Development of Investor collaterals / Information Memorandum
- Identification of qualified financial partners & mapping best fit
- Assistance in due diligence, transaction structuring, negotiations, and closing
- Provision of other transaction support and post-transaction services



Mergers & Acquisitions

If you are exploring acquisition opportunities, including JV or consortium partners to either gain a foothold in a new market, or capture additional market share or respond to consolidation trends, our team can successfully assist you at every step.

Whether your company is a strategic or a financial buyer involved in an acquisition, leveraged buyout, joint venture, alliance or recapitalization, we can support the transaction with a complete range of specialized buy-side transaction advice, **including:**

- **Establishing acquisition goals and criteria**
- **Performing target evaluation and financial modeling**
- **Conducting business valuations and competitive assessments**
- **Assisting with transactions, including bid preparations**
- **Evaluating and arranging financing alternatives**
- **Assisting with negotiation and structuring**
- **Closing the transaction with the seller and financing sources**

Sale and Divestiture

Whether you are planning to sell all or part of your portfolio, we can bring expert knowledge and market perspective to the transaction that can make it a great success. Throughout the sale or divestiture process from initial planning and marketing through due diligence, closing, and post-closing, we can help anticipate and proactively address issues that arise.

The complexity of most carve-out scenarios need capabilities and experience which can handle delicate and demanding transaction situations. Our functional and sector experience helps us resolve the complex financial, operational and human capital issues associated with these types of transactions.

Our services include:

- Analysis of viable shareholder alternatives for sale/divestiture
- Business valuation
- Pre-sale due diligence
- Identification of qualified strategic and financial partners
- Development of a confidential selling memorandum
- Assistance in transaction origination, structuring, negotiations and closing
- Provision of other transaction support and post-transaction services



Project Financing & Debt

Raising debt or Project financing can sometimes be a big hurdle as well as very distracting. However, this need not be. Our hands-on experience in such matters can provide you access to our expertise in raising debt whenever needed so that you can continue to focus on your business growth.

With our knowledge of debt financiers, we can help arrange debt facilities tailored to meet project requirements. We also bring deep understanding and strong professional relationships with a range of banks and financial institutions, domestic and foreign.

Our structured process in project finance transactions helps us first understand the project economics and risk allocation to determine an optimal financial structure, preferred option for the debt instrument and financial covenants that best suit the project needs, and then negotiate the transaction that enables a win-win for the borrower and the lender.

Our approach is to provide assistance throughout the financing life cycle of a project, whether it is a borrower or a lender, and help add value at every stage – from offering strategic advice on the capital structure and available sources of finance to assisting with the execution of multifaceted project financing transactions.

Strategic Communication

Business challenges are often complex and cover a multitude of issues and subjects.
We pride ourselves on our unique and holistic approach to help you get past such challenges.

We believe Strategic Communication encompasses three areas of operations:

1 **Brand – a company's unique promise to its stakeholders**
2 **Reputation – its ability to deliver on that promise**
3 **Valuation – its ability to convert that promise into tangible value for its shareholders**

Our suite of integrated services include:

- **Crisis communications and reputation management***
- **Financial communications and investor relations**
- **M&A and capital markets communications**
- **Media relations**
- **Corporate social responsibility and strategic philanthropy**

*During the heat of a crisis, we use our war room simulation research to project how a potential crisis might spread, what impact it might have and how competitors or attacking voices might react. We then develop different potential responses, quantitatively test their effectiveness and help our clients develop response strategies.

*Rehabilitation - after a crisis, we help our clients address lingering concerns, recapture lost ground, and develop a strategy to restore momentum.

Our Value Proposition

FOCUSED AND RESULT ORIENTED APPROACH
Our focus on a company's lifecycle maturity position and understanding of key stakeholder issues ensures that we address multiple operating and financing imperatives to enable sustained stakeholder value enhancement.

INDUSTRY KNOWLEDGE AND TECHNICAL SKILLS
With relevant domain and technical expertise and having acted as financial advisors to many innovative transactions, we have the depth of knowledge to help our clients enter into financial and strategic partnerships.

STRONG NETWORK ACROSS THE VALUE CHAIN
We are engaged with most players in various capacities giving us a wide reach across the industry value chain. This positions us strongly to advise clients across their growth initiative needs with independent and objective advice.

Case studies (illustrative list)

- Strategic planning and fund raising support for a technology outsourcing service provider.
- Investment advisory for a tertiary care healthcare provider.
- M&A advisory to enable presence across the value chain for a diversified business house.
- Investment advisory for a mid-size engineering & manufacturing company.
- Investment advisory for a specialised Health & Life Sciences education & training provider.
- Debt syndication for a pan-India education service provider.
- End-to-end financial and business planning advice to multiple start-ups across different sectors.



Client Speak

"Autumn Leaf is providing strategic assistance to many mid-size companies for their processes and for their business development and strategic growth. We are using them on many of our assignments and found their speed and diligence very compelling. They will be of immense help to mid-size companies in locating opportunities."

Mr. R.N. Agarwal
Managing Director - WeP Peripherals Limited

"Autumn Leaf has been a trusted advisor to us. Their financial and commercial capabilities, strong networking, personalized attention and focused approach are highly recommended for raising capital for growth and expansion. They are very sensitive to the requirement of different stakeholders. With their hands-on philosophy and sincere dedication to deliver success, Autumn Leaf is doing all the right things to help mid-size companies in their fund raising and other growth related efforts."

Mr. Sanjeev Gupta
Chairman & Managing Director - Color Copi Limited



About Autumn Leaf

Autumn Leaf Consulting Services Private Limited offers strategic and capital advise, performance enhancement impetus and industry insights (consumer & market) to leading Indian and International companies and those that are in the start-up phase, operating in diverse sectors.

Our focus on a company's current business maturity is key. From concept to commissioning, we offer an integrated suite of cross-linked advisory services spanning all phases of a company's lifecycle and across the complete business cycle – strategy to delivery.

Our team of experienced professionals with strong industry relationships, deep sector knowledge, hands-on experience in their fields of specialization and representing a wide variety of functional backgrounds are extremely passionate about taking our clients' business to the next level.

We live by our promise to deliver success. Many of our projects come from repeat clients because of the far reaching impact we have had on our client's businesses.

From offices in Bangalore and Mumbai (and a new one opening shortly in the Delhi / NCR region), we consult with clients across India and the Asia-Pacific region. In 2011, we worked with 15+ large clients across 22+ projects.



For further information on how we can assist you, please contact:
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