



Ekam Advisors

Corporate Profile



Ekam Advisors LLP

Ekam Advisors LLP is a premier financial services house with a strong expertise in a variety of financial instruments, including Structured Debt, FX, Trade Finance and Equity. Our team has worked at large MNC banks (Deutsche Bank, Citi, HSBC, Standard Chartered and Bank of America) across various financial products.

We have origination, structuring and distribution capabilities owing to our relationships across various investor categories such as corporates, banks, domestic and foreign financial institutions, central and state public sector undertakings, high net-worth individuals, venture capitalists, and private equity.



Products & Services

Debt Capital Markets

- Raising capital for clients from banks as well as FIs, Mutual Funds, Insurance Companies & Family Offices/ HNIs.
- Over the last year and a half of existence, we have worked with large corporates like Altico, Shriram Transport Finance, Indostar, SREI, Piramal Enterprises etc.
- Having syndicated more than INR 8,500 Crores of bonds and Loans since it's inception in 2017.

Trade & Structured Finance

- Advising clients on their trade structuring and balance sheet optimization.
- Providing balance sheet solutions that help trim down debt, and optimize capital structure, helping improve financial and operating metrics.

Risk Management & Advisory

- Advising clients on their foreign exchange and risk management
- Currently managing flows for clients in excess of USD 1.5 Bn
- The vertical is headed by Satyam Bhasin, an ex-banker with 13 years of experience in advising large clients (such as RIL, L&T, Wipro etc) on their FX. He was head of FX-Prime Desk for Citibank prior to joining Ekam.

Venture Capital, Private Equity & M&A

- Advising clients on equity valuation, private equity fund raising process and M&A transaction advisory
- Advised clients across industries:
 - Buy-side advisor for a large solar project owner for the acquisition of smaller solar asset
 - Private equity advisory to a fintech & lending platform
 - Private equity advisory to a fast-growing education technology player



Our Partners

Chaitanya Patel

- Chaitanya is the founding Partner at Ekam and oversees the firm's overall strategy. Chaitanya has more than 20 years of experience in Corporate Finance, Capital Market and Structured Finance.
- Previously, Chaitanya was a Managing Director at Standard Chartered (SC) and led SC's Structuring and Investor Sales for South Asia. Prior to SC, he has worked in corporate finance and investment banking roles at Deutsche Bank and Bank of America.

Gulshan Taneja

- Gulshan is a founding Partner at Ekam and oversees the firm's new business and investments.
- Gulshan has nearly 20 years of industry experience. Prior to co-founding Ekam, Gulshan was Managing Director at Deutsche Bank, India managing their FIC Business.
- Gulshan has worked across segments including Treasury & Global Markets, Transaction banking and SME at Banks such as Citibank, Deutsche Bank and IDBI and at Bunge in their Financial Services Group.

Satyam Bhasin

- Satyam is a Partner at Ekam and oversees the firm's FX and Risk Management Business. Satyam has nearly 15 years of experience in Corporate and Institutional Sales.
- Prior to Ekam, Satyam has experience in Foreign exchange trading and advisory with Citibank heading the FX-Prime desk managing top foreign exchange trading counterparties like RIL, Tatas, L&T, Wipro, HCL, Infosys, Aditya Birla Group.



Key Transactions - Overview



SPG Multi Trade Private Limited

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Structured trade funding of **INR 750 Million**

October 2018
SOLE ADVISOR

The Transaction

- Ekam advised SPG structured trade finance from one of the largest global commodity player. We managed to position the business as an attractive trade finance opportunity despite multiple challenges such as:-
 - i. Credit profiling of trading sector is not preferable due to very thin margins
 - ii. SPG is exposed to intense competition in the steel industry from organized and unorganized players
 - iii. High geographic concentration risk
- Ekam successfully raised funds for SPG at highly competitive interest rate structured through EPBG backed trade financing.

About the Company

Established in 2006, SPG Multi Trade Private Limited is engaged in the trading of multiple products including textile, coal, steel sheets, ingots, TMT bars, petroleum products and others. The company is lead by Ms. Shaily Prince Goyal and Mr. Ajay Kumar Agrawal.

- The group has extensive coverage for agri and other commodities across India
- SPG group has a group company, Ganon Products Limited is listed on BSE
- The Group Turnover for the FY18 is more than Rs. 1000 Crores



Viraj Profiles Limited

Viraj Profiles Limited



Forex Advisory for ~\$1 bn of forex exposure

Ongoing advisory transaction
SOLE ADVISOR

The Transaction

- Ekam is advising advised Viraj for managing its forex exposure. We advised on following :-
 - i. Identification of FX risk arising due to FX exposure from exports/ imports
 - ii. Successfully deploying effective hedging strategies to protect benchmarks and safeguard interest
 - iii. Valuation (mark-to-market) of exposures including swaps, to measure gains
 - iv. Evaluating derivative structures and advise on its appropriateness and pricing.
- Ekam successfully managing a forex exposure for Viraj Profiles and already saved substantial sum through timely intervention into forex book of the company.

About the Company

Promoted by Mr. Neeraj Kochhar, Viraj Profiles Limited (VPL) is an integrated manufacturer of stainless steel products and was founded in 1992. It is predominantly engaged in production and export of value added stainless steel long products. VPL was originally focused on the manufacturing of Stainless Steel profiles and sections like Angle, Flat Bars, Channels, etc. In November 2006, it acquired, under slump-sale mechanism, the industrial undertakings of other Viraj Group companies namely Viraj Alloys Limited (Viraj Forgings Ltd merged), Viraj Impoexpo Ltd and VSL Wires Ltd and started operating as multi-locational manufacturing unit.

- VPL has integrated manufacturing facilities from melting shop to engineering products and in-house logistic facilities at Tarapur MIDC.
- Over the years the Company has transformed into one of the largest stainless steel manufacturers with a billet casting capacity of 528,000 metric tons per annum.
- It caters to diverse industries including petro chemical plants, oil pipelines, ships, food processing, structural design, high tensile springs and cables, boilers, pressure vessels, liquid storage terminals, liquid cargo ships and surgical instruments.



Carnival Techno Park Pvt. Ltd.

Carnival Techno Park Pvt. Ltd.



Restructuring of **INR 4500 Million**

June 2018

SOLE ADVISOR

The Transaction

- Ekam advised Carnival Group company, Carnival Techno Park Pvt. Ltd in restructuring its Rupee Foreign Portfolio Investment (FPI) of INR 4,500 million borrowed from one of the global bank FPI.
- We assisted unwinding this FPI investment of INR 4,500 million through domestic NBFC.
- The transaction involved security creation days of 15 days post disbursement of funds, which typically creates hurdle in such transactions.
- Ekam successfully restructured entire invested FPI amount of INR 4,500 million through NBFC, in record TAT of 20 days.

About the Company

Carnival Techno Park Private Limited is part of the Carnival Group which comprises of a consortium of companies. Mr. Shrikant Bhasi founded the group in 2004. The Group has a diversified portfolio with presence in businesses like hospitality, media and entertainment and multiplex, cinema exhibition, movie production, distribution, event management. They are now moving towards IT sector as well. It has offices in Mumbai, Delhi, Kochi and Bhopal, apart from being present in more than 120 cities of the country.

Carnival Group has been in spotlight for its high value acquisitions. It bought the multiplex business of Anil Ambani led Reliance Group, in the largest ever deal in this space. The Group has also acquired HDIL's multiplex chain Broadway Cinemas and Network 18 Media's Glitz Cinemas. These transactions make Carnival among the top three multiplex operators in India with over 300 screens nationwide. The Group is also pursuing an aggressive growth plan to achieve 3000 screens by 2020. Carnival Group acquired Larsen & Toubro Limited's commercial real estate projects, Elante Mall, Hyatt Luxury hotel and office space with a central courtyard at Chandigarh. The deal in Chandigarh is the group's third real-estate acquisition, after Leela Infopark in Kochi in July 2014 and Leela Technopark in Thiruvananthapuram in August 2015.



Genius Learning Labs Private Limited

Genius Learning Labs Private Limited



Seed Fund raising

March 2018
SOLE ADVISOR

The Transaction

- Ekam advised Genius Learning Labs Private Limited (GLLPL), a start-up in education sector for raising seed funding from HNI investors by positioning and showcasing its learning app products to the investor community.
- We managed to position the business as an attractive investment opportunity despite multiple challenges such as:-
 - i. Promoters and the team were not having much experience in education sector prior to this
 - ii. The company was burning cash to develop the platform
 - iii. The content for learning was still in process, so platform was not fully launched for all standards/ classes
- Ekam successfully advised Genius to raise seed funding at best possible valuation .

About the Company

Incorporated in June, 2016, GLLPL is engaged in creation of platform for engaged learning for K3-K10 students through innovative content and tech enabled interfaces. Mr. Advitiya Sharma is the key promoter of the company. He was cofounder and CMO of housing.com. Currently, GLLPL has 22 employees with tech team headed by Gaurav Lahoti, the cofounder. Gaurav Lahoti is IIT-Mumbai and University of Illinois, Urbana-Champaign alumnus and has worked at C3 IoT, at San Francisco Bay Area, USA.

- Over the last two years, the company has created content for classes from Class-3 to Class-10 for Maths, Science and English subjects.
- The content covers various State boards, CBSE, ICSE and International Baccalaureate.
- The content is available in hard bound workbooks and web interfaces. It has also created web interfaces for teachers that give student analytics on learning through unit tests/short web questionnaires. Currently, the content team can create 5 chapters a day.
- GLLPL is now directly engaging with schools by providing the engaging content and help them to monitor the quality of teachers and progress of students' learning. GLLPL will target both individual as well as Franchisee schools.



Key Bond Placements



Bond Syndication deals done since FY18

Name of Client	Amount Placed (Rs. Crore)
 Altico Capital India Pvt Ltd	1030.00
 Shriram Transport Finance Company Limited	5044.00
 Indostar Capital Finance Limited	275.00
 Edelweiss ECL Finance Limited	50.00
 Magma Fincorp Limited	200.00
 Aspire Home Finance Corporation Limited	300.00
 Carnival Techno Park Pvt. Ltd.	450.00
 DMI Finance Limited	100.00
 Northern Arc Capital Limited	200.00
 Piramal Enterprises Limited	425.00
 Sterling & Wilson Pvt Ltd	100.00
Total	8,074.00

Salient features:

- The above amount of deals closed is till July 2019
- The deals includes placement of high end structured products like liquidity bonds and combo (Bond + Commercial Paper) trades successfully
- Strong capability in structuring and timely execution
- Apart from above bond deals, we are in process of syndicating loan and trade finance deals worth ~Rs. 800 crores



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