



# Ekam Advisors

Your Partners in Growth



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# Genesis of Ekam



**Ekam is the vision** of two senior bankers, whose careers cumulatively span over 50+ years, across the spectrum of financial services. Over the years, the team has been augmented and we have now grown to a team of 14 members with a cumulative experience of over 150 years.



Our independent, **multi-faceted approach** is a culmination of the years of working with clients across industries, and our understanding of the gaps in the deeply fragmented offerings available in the financial services industry.



**Our aim** is to bridge the gap between the transaction-based solutions currently being offered to clients, and long-term value-accretive solutions that we believe will serve our clients' interests best in the long run.

Ekam has successfully mobilized INR ~16,000 crore of capital since its inception.



## About Ekam Advisors

- Incorporated in 2017, Ekam Advisors has successfully mobilized over INR ~16,000 crore of capital for its clients.
- An independent investment banking firm with strong expertise across a variety of financial instruments including Structured Debt, Foreign Exchange, Equity and M&A.
- It operates with a team which brings in experience from established global and Indian financial institutions.
- Our team has well-entrenched relationships across all investor categories and can offer access to investors across all major financial products.

Synergising opportunities amongst institutional, corporate and wealth clients.

# Our Approach

- Helps to bring a unique perspective to understand the ground - level challenges faced by its clients. Therefore, allowing to break down the complexity and develop insightful solutions with a holistic approach.

- Ekam's cumulative years of diverse experience of being both, financial service providers and principals enables us to advise on diverse situations from multiple perspectives.



- We operate as an extension to the client's in-house strategic corporate finance team by taking care of our client's requirements by offering customized and diversified solutions.

**Making complex financial solutions simple and efficient.**



# Core Team



**Chaitanya Patel**

(Co-Founder)

**Chaitanya** oversees the firm's overall strategy. He has more than 27 years of experience in Corporate Finance, Capital Market and Structured Finance at Deutsche Bank, Bank of America and Standard Chartered Bank. Previously, Chaitanya was MD at Standard Chartered and led Structuring and Investor Sales for South Asia.

*Specific Areas of Expertise: Debt Capital Markets, Structured Debt, Strategic Financial Advisory*



**Gulshan Taneja**

(Co-Founder)

**Gulshan** oversees the firm's new business and investments. He has 23 years of industry experience across Transaction Banking, Global Markets and Corporate Finance at Citibank NA, Deutsche Bank AG and Bunge Limited. His last stint at Deutsche Bank was Managing Director – Capital Markets & Treasury Solutions.

*Specific Areas of Expertise: Private Equity, Mergers & Acquisitions, International Trade Finance, FX Advisory*



**Milind Patel**

**Milind** oversees the Investment Banking business of the firm. He has over 30 years of experience across Corporate Banking, Trade Finance, Equity and Mezzanine Capital, Mergers and Acquisitions and Managed Stressed Assets at American Express Bank, GE Capital India, the IL&FS Group and Religare Enterprises. Immediately prior to joining Ekam, Milind was the Group CEO of Religare Enterprises as part of a turnaround exercise to revive the Group.

*Specific Areas of Expertise: Debt Capital Markets, Structured Debt, Private Equity, Mergers & Acquisitions, Strategic Financial Advisory*

The leadership team is supported by an experienced team of finance professionals as well as subject matter experts across fields like tax, legal and structuring who bring with them transaction experience across industries and product segments.



# Senior Advisors



**Satyam Bhasin**

**Satyam** oversees the firm's FX and Risk management Business. Satyam has over 20 years of experience in Corporate and Institutional Sales. Prior to Ekam, Satyam has worked in Citibank heading the FX-Prime desk managing top foreign exchange trading counterparties like Reliance, Tatas, L&T, Wipro, HCL, Infosys, Aditya Birla Group.

*Specific Areas of Expertise: Debt Capital Markets, International Trade Finance, FX Advisory*



**Sreedhar Prasad**

Sreedhar is an experienced Internet business leader who specializes in growth strategy, investments alliances, bringing a world lens for the offering, and aiding diverse revenue realizations Sreedhar has been deeply entrenched in the startup ecosystem since its inception and is a well-respected thought leader in this space Sreedhar has about 2 decades of consulting venture capital experience across KPMG India Middle East and Kalaari Capital.

*Specific Areas of Expertise: E Commerce (B2B B2C), D2C brands, Consumer/Retail Omni channel, Consumer health, Online Education, Digital payments, Media and Digital Content*



# Business Life Cycle Solutions



## Early Stage

- Venture Capital
- Venture Debt
- Strategic Financial Advisory
- Incubation



## High Growth/ Expansion Stage

- Private Equity
- Merger & Acquisitions
- Loans
- International Trade Finance
- FX Advisory
- Strategic Financial Advisory



## Consolidation

- Private Equity
- Merger & Acquisitions
- Loans
- International Trade Finance
- FX Advisory
- Strategic Financial Advisory



## Mature / Steady stage

- International Trade Finance
- Structured rated debt and commercial papers
- FX Advisory
- Strategic Financial Advisory





# Our Services

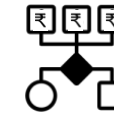
**Strategic & Corporate Finance Advisory**

**Incubation**

**Private Equity & M&A**

**Debt Capital Markets/Structured Finance**

**FX Management**



Using our decades of practical, on-ground experience we work closely with Founders/ Promoters to develop and execute their strategy while also providing fund-structuring and fund-raising support.



- We provide FX solutions to clients which could either entail:
  - ✓ Entire FX exposure management and balance sheet risk optimization for clients whose business requires regular FX transactions
  - ✓ Tailor-made solutions for one-off transactions using a combination of hybrid instruments to minimize FX risk



- Well entrenched into the private placement market from A- to AA+ issuers.
- We provide client-centric solutions from both, the issuer as well as the investor perspective, through various instruments:
  - ✓ Rated embedded instruments,
  - ✓ Asset-Backed Securities (ABS) and Mortgage-Backed Securities (MBS),
  - ✓ Future Cashflow based structures,
  - ✓ Liquidity Driven solutions



We have long-standing relationships with Equity investors across the spectrum of investment stage and investment thesis. These relationships span across:

- ✓ Venture capital
- ✓ Private equity
- ✓ Development finance institutions
- ✓ Hedge Funds
- ✓ Sovereign Wealth Funds
- ✓ High Net worth Individuals



- We act as an extension of our clients' in-house corporate finance verticals,
- We work closely with our clients towards various long-term strategic goals such as:
  - ✓ Optimizing their balance sheets towards cost-efficient capital raising
  - ✓ Restructuring various entities to ensure maximum value unlocking
  - ✓ Putting in place certain standards of compliance in order to make the business institutional investor ready
  - ✓ Asset-liability management

Given our experience, knowledge and network, we are suited to be a one stop financial solutions firm for clients in the mid market space.



# Selected Relationships



TEMASEK



## Select Debt transactions

Client/ Issuer	Amount raised (INR crore)	Instrument
Carnival Techno Park Pvt. Ltd.	450	Structured NCD
Indostar Capital Finance Limited	275	Secured, Rated, NCD
Khemani Group	58	Structured Loan – Debt-funded M&A
KPI Group	30	Structured Loan – Capacity Expansion
Magma Fincorp Limited	400	Secured, Rated, NCD
Piramal Enterprises Limited	400	Secured, Rated, NCD
Shriram City Union Finance Limited	300	Market Linked Debentures
Shriram Transport Financial Company Limited	2500	Secured, Rated, Partly paid NCD
Shriram Transport Financial Company Limited	594	Secured, Rated, NCD
Shriram Transport Financial Company Limited	1088	Securitization - PTC
Sterling And Wilson	100	Secured, Rated, NCD

## Case Studies (1/4)



# Goodworker



### About The Company:

- Goodworker owns and operates an online employment platform facilitating employment for Blue & Grey collar workers. The platform was built to bridge the demand/supply gap in the Blue & Grey collar worker and migrant labour job market.



### Ekam's Role:

- The company was conceptualized and incorporated by Ekam, Schoolnet India & Affinidi (a Temasek subsidiary) during the Covid-19 pandemic.



## Case Studies (2/4)

# Sriram Transport Finance Company (STFC)



### About The Company:

- STFC is a flagship company of the Shriram Group. It is India's largest commercial vehicle financier. It has pan-India presence, with about 1,817 branches and 992 rural centres.



### Ekam's Role:

- The IL&FS crisis led to a liquidity crunch in the Indian market, and during that time Ekam was able to raise capital for STFC from a prominent international investor as well as a domestic investor. The combination of the two investors that participated in this transaction was a synergistic partnership as Ekam had a deep understanding of the requirements of each investor.



## Case Studies (3/4)



# Paisa Online



### About The Company:

- SDAL owns and operates an NBFC engaged in MSME and consumer loans (offered through their platform, 'Paisa Online').
- It has grown to a book of INR 80 crore AUM and is now diversifying into the business of rural grocery retail and rural grocery retail financing.



### Ekam's Role:

- Ekam was an early lender to SDAL, enabling it to grow its book to a scale which would attract larger institutional lenders.
- We work closely with SDAL on all of its capital raises as well as its overall Asset Liability management.
- We are currently working with SDAL to raise equity capital for its new rural retail financing venture.



## Case Studies (4/4)

# Genius- Edtech



### About The Company:

- Genius operates in the Ed-Tech space. It runs an app called Genius Teacher, which is focused on imparting education using pedagogical tools designed to attract and retain the attention of students, thereby leading to enhanced learning outcomes.



### Ekam's Role:

- Ekam has been an early investor in Genius and we work closely with the founders on their capital raise activities and strategic partnerships.



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# Corporate Details

**ADDRESS:**

Unit 1404, B – Wing, One BKC,  
Plot No C-66, G Block,  
Bandra Kurla Complex,  
Bandra East, Mumbai,  
Maharashtra 400051

**PHONE:** [+91 \(022\) 6275 0000](tel:+91(022)62750000)

**EMAIL:** [info@ekamadvisors.co.in](mailto:info@ekamadvisors.co.in)

