Kolkata | Mumbai

Who Are We

A Financial Services firm helping businesses operating in the mid-market space to achieve their growth aspirations

- MID Market Investment Banker/ Financial Advisor
- Experience of having executed varied types of transactions across the country & abroad too
- Headquartered in Kolkata, branch office in Mumbai
- Strong Team of well qualified Professionals with rich experience
- Having varied clientele with strong customer loyalty ~ repeat business

Investment Banking

Private Equity

Corporate Advisory

Debt Advisory

M&A (Strategic Investment)

Vesting upon an Advisor

What you look for	A Team & not a solo advisor	Multi-transactional Experience across industries.	Can bring Non Transactional Value Adds	Systematic & Process oriented and not sporadic	Well Built Network with Investors and Industries	Ability to develop Personal Equation with Partners, Directors and capability to advise on growth path
Way we Serve	Team adequately organized, from Analysts to Mid Level Managers to Senior Partners	Sector agnostic, along with experience of having executed transaction across India, SE Asia & Middle East	Ability to build Sensitivity based Business Plans, clear understanding of regulatory & legal structures	The sequence we follow is Discover, Implement and Monitor	Experienced team, having excellent relationship with Bankers, Investors and well networked through Industries	Senior Partners personally hand hold each client, and advise at each stage of growth

Ontrust vs the Rest

	Large Investment Banks	Solo Advisers/ Accountants	**Ontrust**
Team	Large team (and costly)	One to two members team	Sufficiently sized team, from Analysts to Mid Level Mangers to Directors
Experience	Highly experienced staff at the top, but Mid Level Managers lack skills	Local experience, limited to sectors/ geographies	Highly experienced Partners, and well experienced mid level Managers. Partners are personally involved in all assignments
Non Transactional Value	Understands Business Planning + Law and Taxation	Strong in Law & Regulatory issues, Poor in Bus Planning	Strong in Business Planning, reasonable understanding of regulatory and legal aspects
Relationships	Across the spectrum	Builds as and when projects come	Existing strong relationships
Fee & Partnerships	High Fee, fair weather friend	Negotiable fees, incapability to provide services to a growing organization	Reasonable fee, capability to hand hold clients through all the stages.

Private Equity

Arranging Seed Fund & VC Fund for early stage companies

Arranging Growth Capital for established companies from reputed Private Equity Investors

End-to-end handholding:

- Preparation of business plan cum financial model & other investor marketing documents
- Valuation analysis
- Due diligence
- Negotiation & structuring
- Assisting in executing legal agreements
- Closing & receipt of funds

Select Key Transactions

Enhance Healthcare Consulting

Healthcare | Specialising in Hair Transplantation & Cosmetic Surgery | PE raised from Matrix Partners

ellementry

Handicrafts Retail | PE from Times Group

CityLife — Badle Jeene Ka Style

Retail | Focus on Tier II & below cities | PE raised from Subhkam Group

timbaktoo

FMCG | Snacks Manufacturing Co | PE raised from Family Office

Japan Warriors

Sports Franchisee | Lawn Tennis Tournament | Advisor to Japan Warriors (headquartered Dubai)

Fine Inc — Forever & Ever Plywood

Veneer & Plywood Mfg | For Investment into Myanmar ontrust

Debt Advisory

Arranging Debt Funds via Term & Working Capital Loans from Financial Institutions, Banks, specializing on ECBs, off shore funding

Advising in terms of sanction from long term perspective

End-to-end solutions until the receipt of funds

Negotiating with bankers to achieve financial closure

Assisting in takeover of existing loans at reduced interest rates/ charges, thereby generate savings for the company

Select Key Transactions

JMT AUTO LTD. An Amtek Group Company

Auto Ancillary Listed Company | ECB from IFC Washington (World Bank)

IWP

Agri & Consumer Goods | Fund raise for their Indonesian Venture

FINEPLY

EVEREST PLY BEST PLY FOREVER

SOLIDPLY TRUST AT FIRST SIGHT

Manufacturing | Plywood & Veneer | Overseas Investment in Laos and Gabon

TOP STEEL KENYA LIMITED

Steel Manufacturing | Funding (TL & WC) for their operations in Kenya

Platinum Distributors

International Trading of luxurious perfumes | Fund raise in Singapore

Hi TECH ANIMATION

Institute for imparting knowledge in the field of animation | Business cum Financial Model.

Corporate Advisory

Select Key Transactions

DELSEY PARIS

French Luggage Manufacturing MNC | Financial Advisory on expansion & strategic matters

HOLOFLEX

Security Solutions | Joint Venture Advisory with a Large Japanese Multinational

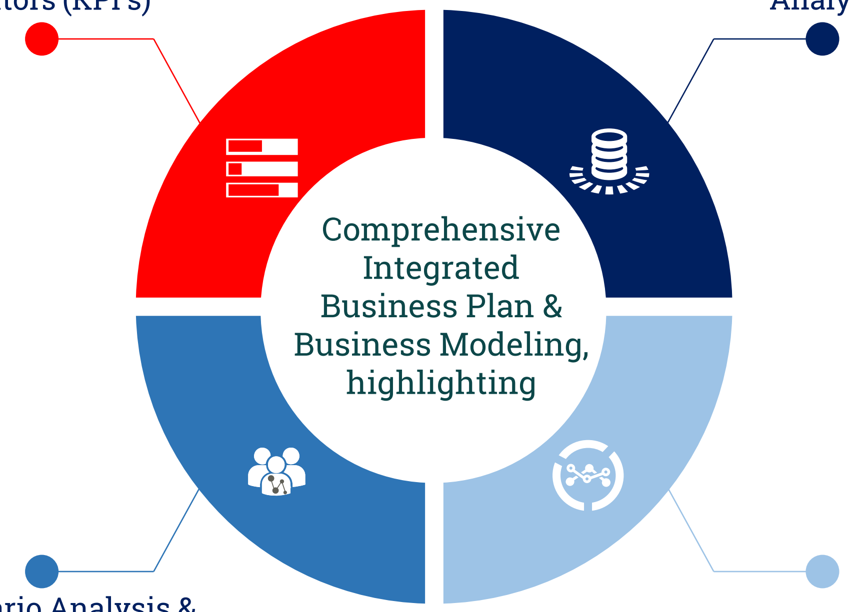
Platinum Distributors

International Trading of luxurious perfumes | Advisory for their acquisition in Australia

DYNAMIC LEVELS™ Real Research, Trustworthy Research Since 1999

Financial Services – Data Analytics | Business Advisory for their expansion plans

Corporate Advisory



Mergers & Acquisition (Strategic Investment)

Select Key Transactions

EPC Company | Specialising in Metro construction, Tunnelling, Bridges, | Strategic Investment Advisory (Sell side)

Telecom Ancillary | Strategic Investment Advisory (Buy Side)

FMCG & Data Analytics Company | Investment Advisory (Sell side)

Textiles Manufacturing Listed Company | Investment Advisory (Sell side)

Providing strategic and financial advice in mergers, acquisitions, takeovers, joint ventures and strategic alliances, and de-mergers.

Strategy formulation, identification of buyers or targets, valuation, negotiations and bidding, capital structuring, transaction structuring and execution.

Industry - Agnostic

Consumer Products

Healthcare

Manufacturing

Financial Services

Sports & Education

Luxury Goods

Infrastructure & Real estate

Agricultural Commodities

E-commerce

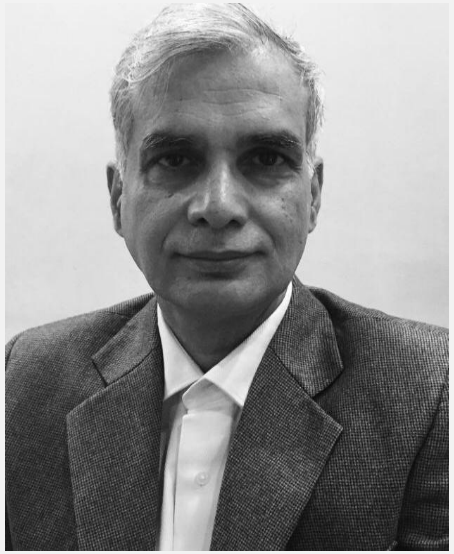
Trading Firms

some of the Industries, we have worked in

Our Team

Backed by a strong team of professionals with decades of experience and extensive domain knowledge

Advisory Board



NARENDRA GUPTA

BSc, Post Graduation in Management and LLB

Professional banker with 40 years experience in commercial banking and Treasury Management. He was part of initial team who set up ICICI Bank, in-charge of Treasury and Global Markets.
Founder Chief of Business and Strategy of National Commodities and Derivatives Exchange of India (NCDEX)

ABHAY MISHRA

Chartered Accountant

30 years of experience with Industry, Finance & Strategy consulting.
Major experience in Strategy formulation; Project reports; Feasibility studies; Developmental studies & Action plans; Financial modeling & viability assessment; Bid process management; Surveys & Evaluations

Key Management

SHEKHAR KUMAR JAIN
Executive Director

FCA, CISA, DISA

21 Years of experience in IT, Financial Services including Investment Banking & Private Equity. Having worked with:

ITC, IL&FS and Subhkam Ventures (Private Equity Fund)

LALIT KUMAR CHETANI
Executive Director

MBA (IIM Indore), FCA

17 Years of work experience in Investment Banking & Private Equity. Having worked with:

Coca Cola, Axis Bank & Subhkam Ventures (Private Equity Fund)

SUMEET SINGHANIA
Associate Director

FCA

16 years of experience in Equity Capital Markets.

MANOJ AGARWAL
Senior Manager

Post Graduate

15 years of experience in Operations & Financial Services

VISHAL SHAH
Manager

ACA

6 Years of experience in Financial Services

SIDHANT GOEL
Research Analyst

CFA(USA), FRM(USA)

2 years of experience in financial services industries;

Invest Mentality

We deliver a full range of financial services and products to you in a consultative way. Other than picking the right investments and timing the market, we also monitor your portfolio regularly. Beyond investment, we handle tax, inheritance, mortgages and pensions. We start from the vantage point of your goals

- Have you ever calculated the yield on your real estate investment ?
- Picked up stocks, timed the market, but failed to monitor the performance of your portfolio?
- Has there been a time when you couldn't sell a stock because you were emotionally attached?
- As an individual or corporate, you don't have the time and expertise to calculate the rate of return on your current portfolio and review it time to time

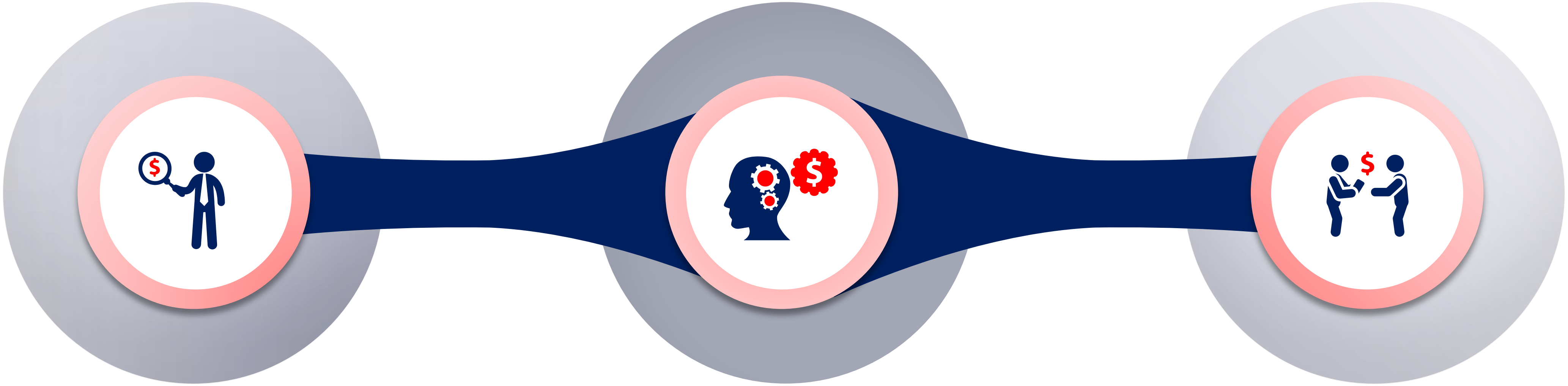
The right advisor can make all the difference ....

Our Approach

Your Need

We Understand

We Fulfill



Enquire about the personal financial situation & financial objectives.

Retrieve information on your financial potentiality & goals.

Recommend an investment product that best suits your needs & risk profile.

Financial planning and advisory

Discovery

Identifying your values & goals

- Family, key issues & Values
- Goals, retirement timing, special needs
- Comprehensive view of current financial picture
- Risk tolerance, time horizon

Implementation

Choosing services & providers

- Retirement and education plans
- Estate plan, trust, philanthropy
- Borrowing plan
- Risk plan including diversification, hedging, insurance, tax planning
- Asset management

Monitoring

Ongoing evaluation & reporting

- Track progress toward goals
- Set/follow guidelines for liquidity, asset allocation
- Notification when portfolio strays outside guidelines
- Performance reporting
- Online access

Analysis, Recommendations

Building an Action Plan

- Analyze personal, financial information & liabilities
- Income goals, probability analysis
- Analysis of risks and threats
- Action plan: growth, preservation, transfer of wealth

Mutual funds

We offer top rated equity funds and bonds/debt instruments which have a rating of AA+ and above

Helping in building Mutual Fund portfolio, after proper analysis of requirements and in-depth study of various options available

We are adept in understanding tax regulations and thus offer options to minimize your tax outgo and multiply returns

Fixed Income

Mutual Funds

We help in building your Debt MF portfolio; whether its for Long term Investing or for Treasury Management only.

NCDs, Bonds

We offer a range of solutions from Corporate Bonds to NCDs, for all your needs, through IPOs and secondary

Tax Saving Schemes

We advise Individuals on their tax planning, through government schemes like PPFs etc.

Govt. Papers

We strongly feel, that govt. sponsored schemes offer a viable proposition e.g. tax free bonds

OUR TEAM

Backed by a strong team of professionals with decades of experience and extensive domain knowledge

Advisory Board

MANJEET BAHETY

MBA from University of Brighton, UK

18 years of experience in running family businesses in varied industries running across in India and abroad, wealth of experience in managing family office setup.

SHAMIK BHOSE

Post Graduation from Presidency

More than 3 decades of Experience in Commodities (Physicals & Futures), Equities, Advisory.
Considered as one of the Authorities in Commodity business in India, he can often be sharing his views on CNBC and Zee.

Adani Group, Microsec, MCX

Key Management

SHEKHAR KUMAR JAIN
Director

CA, CISA, DISA

19 Years of experience in IT, Financial Services including Investment Banking & Private Equity

ITC, IL&FS and Subhkam Ventures (Private Equity Fund)

SAMEER KAPOOR
Associate Director

MFM, CFA

He brings on board an experience of more than 16 years in the field of finance., and has headed Initiatives in both Corporate and Retail Financial Channels.

IL&FS, HSBC and Religare

ARPITA SENSARMA
Head-Operations

BA, Calcutta University

13 years of experience in Mutual Funds back office and client servicing

SIDHANT GOEL
Analyst-Banking

CFA(USA), FRM(USA)

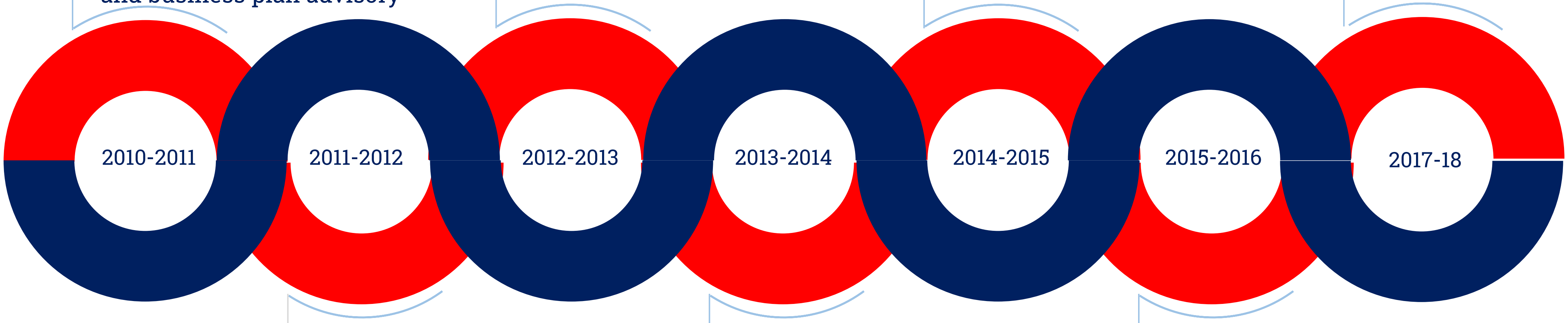
1 year of experience in financial services industries; specializes in analyzing new products.

MADHO AGARWAL
Sales & Marketing Head

(B.Com (H), CFA(CFA Institute USA), FRM (GARP USA)

Past Experience 1 Year Experience in financial services, specializes in sales and marketing of new products.

How have we been doing?



Ontrust starts as MID Market Investment Banker/ Financial Advisor, specializing on fund raising and business plan advisory

Start of Wealth Services Business - Broking + MF Advisory

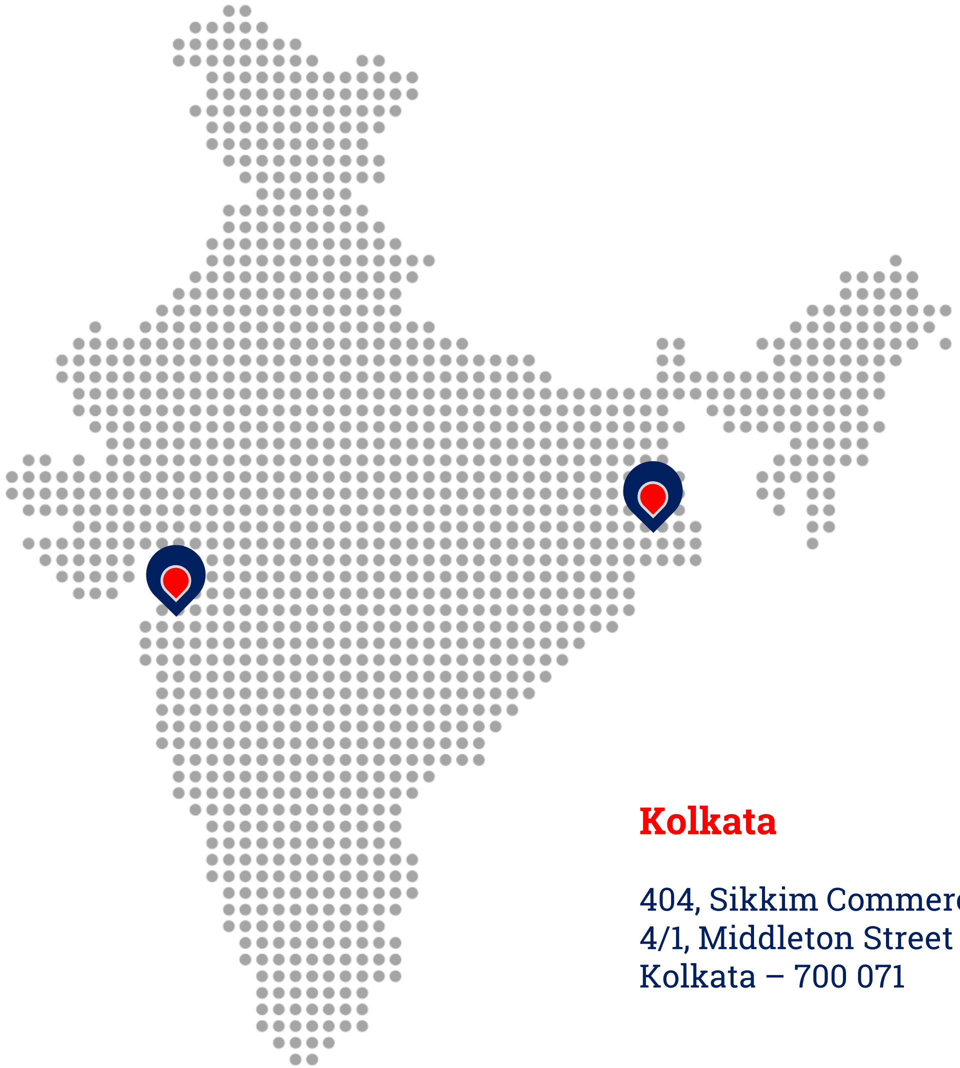
First big success in PE and M&A ~ handled multiple debt transactions in the interim

Earned Respectable name in preparation of Business Plan cum Financial Modelling; Wealth AUM Crosses INR 100 Crores for the first time

Launch of Immensely successful IRR Product (Interest Rate reduction) for Mid Market Corporates

Mumbai office takes shape, deals in multiple countries in SE Asia, Africa and Middle East.

Started providing complete web & app enabled wealth services solutions



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