



## **Valuation Services**

# ACQU SORY

## **About The Firm**

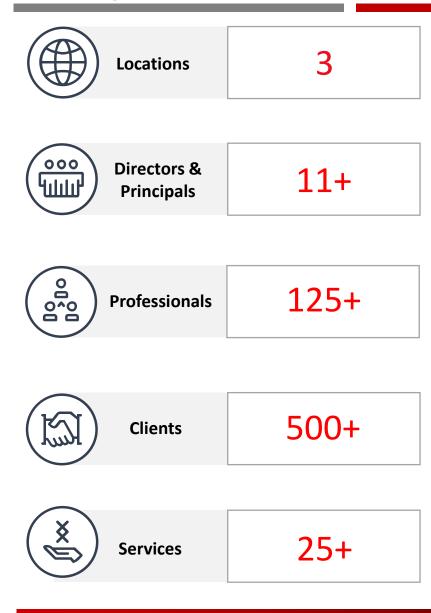
- Acquisory was incorporated in 2010, by highly credentialed and experienced professionals, from PricewaterhouseCoopers, Arthur Andersen and Protiviti.
- The management team among themselves represent extensive experience in specialized services across M&A Advisory, Investment Banking, Asset Management and Operations & Risk Consulting.
- We have an appreciation for dynamics of business, operations, transactions and necessary skills to blend practical business & commercial insights with tax & regulatory knowledge to identify effective solutions to all business problems.
  - We partner with our clients through the entire business continuum from identification of the problem, to solution, to implementation.







## **About The Firm**



#### **OUR FOCUS**

Acquisory assists clients ranging from global enterprises to small and middle market companies that are both publicly held or privately owned, as well as large, mid and small-cap private equity firms, corporate management and boards of directors.

We provide specialist advice for a range of sectors. A personal, partner-led approach, with rich experience have taught us that an understanding of the business, structure and practices of our clients' industries is critical to providing the services our clients' need to reach their goals.

Real Estate & Infrastructure 

Media and Entertainment

Healthcare and Hospitals

Hotel, Hospitality and Leisure

Manufacturing

Start-ups

- Private Equity
- Retail

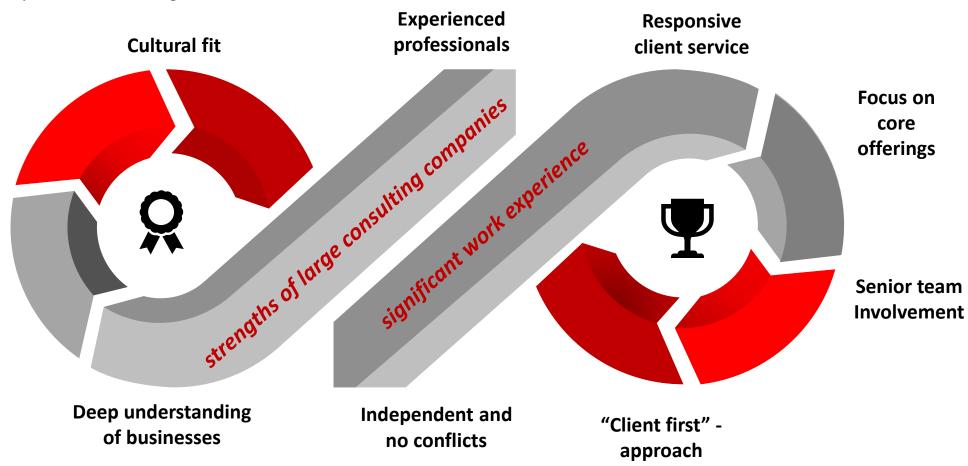
- Telecommunication
  - **Consumer Products**
  - Education
    - Services



## Why Acquisory?

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Acquisory fills a unique and valuable position in the market, as depicted below. We bring a unique blend of knowledge and experience to the table which combine the focus, dedication and independence of a boutique firm, with the methodologies & deep skill-sets of the Big 4.

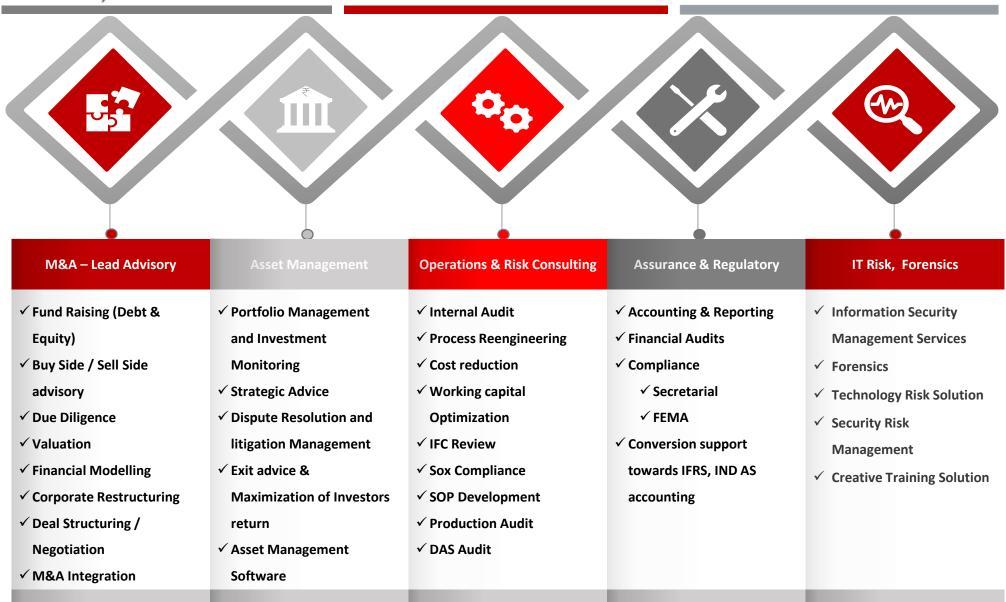




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## **Our Services Portfolio**





## **Service Portfolio - Valuations**

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- Business Valuation for share purchase, investment, fund raising, spinoff, restructuring, merger/demerger SWAP ratio etc.
- Intangible Asset Valuation
- Intellectual Property Valuation
- Brand Valuation
- Fund Valuation Valuation of Portfolio Companies (marked to market)
- Valuation of Customer Contracts
- Litigation Valuation
- Fairness Opinion

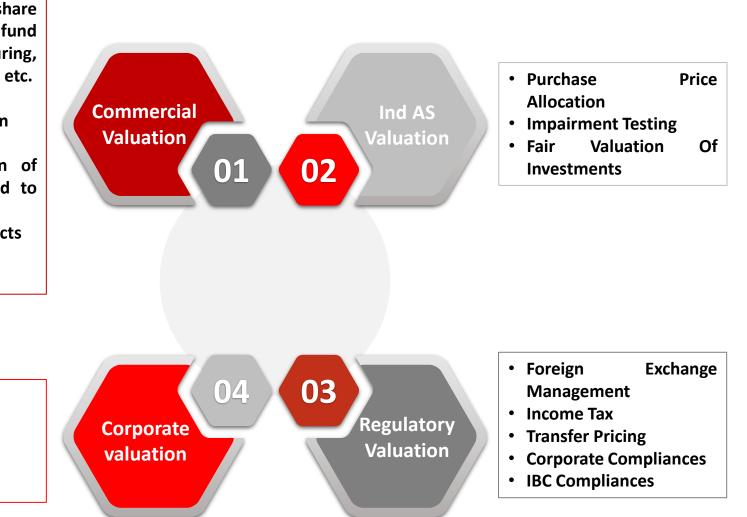
Business Plan

• ESOP's

Financial Modelling

Complex Structuring

Model Validation







Valuing a business involve applying appropriate weights to all the pertaining and expected parameters of the business such as business model, historical and expected performance, intangible value, competition, general and industry economic outlook, etc.

### Financial & Industrial Analysis

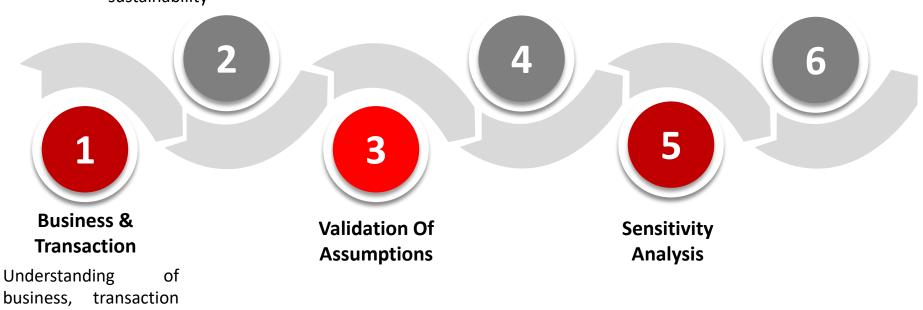
- Understanding key parameters influencing the business and the industry
- Assess business profitability and sustainability

### Selecting Valuation Methodologies

Selection valuation methods taking into consideration the nature of the business, transaction and purpose

### Determining Fair Value

Arriving at the fair value of the asset/interest to be valued.



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and valuation purpose

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## **Our Approach - Valuation Methodologies**

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|                       | Cost<br>Approach   | Historic Method                | This method considers the historic cost to value the asset   |  |  |  |  |  |  |  |  |
|-----------------------|--------------------|--------------------------------|--|--|--|--|--|--|--|--|--|
| Valuation Methodology | Cc<br>Appi         | Replacement<br>Method          |  |  |  |  |  |  |  |  |  |
|                       | Market<br>Approach | Comparable<br>Method           | This method estimates fair value by reference to market transactions of comparable intangible assets                             |  |  |  |  |  |  |  |  |
|                       | Ę                  | Relief From Royalty<br>Method  | The value of the asset is calculated based on the PV of the royalty stream saving by owning the asset.                           |  |  |  |  |  |  |  |  |
|                       | Income Approach    | Excess Earning<br>Method       | Under this method, the PV of the cash flows generated by, and only by, the intangible assets are considered.                     |  |  |  |  |  |  |  |  |
|                       | come A             | Incremental<br>Cashflow Method | Under this method, the PV of the economic contribution by an assets are considered.  |  |  |  |  |  |  |  |  |
|                       | Ľ                  | Discounted<br>Cashflow Method  | Under this method the projected free cash flows generated from using the asset are discounted at an appropriate discounting rate |  |  |  |  |  |  |  |  |





| Client   | Summary Of Work Performed  |
|--|--|
| Real Estate Fund - United<br>Kingdom (listed)          | <ul> <li>Validation of the assumptions of financial models and their implications, based on changes in market, regulatory and tax environment</li> <li>Validation of computation of value using discounted cash flow method /Market Multiples</li> </ul> |
| Real Estate Fund - German                              | <ul> <li>Approach / Net Asset Value method</li> <li>Benchmark the assumptions based on market research and data available in public domain and compared it with historical data</li> </ul>   |
| Air handling unit Company                              | • Valuation analysis to value equity based on the discounted cash flow method for the purpose of divestment  |
| A large Indian Oil and Gas<br>Drilling Company         | • Valuation of its drilling contracts/operation as well as drilling assets using the income approach, market multiple for the internal settlement of the promoters   |
| Automotive Company                                     | <ul> <li>Assisted the client with valuation as per DCF\CCM\NAV. The assignment included<br/>development of financial model for independent business units and computation of swap<br/>ratio for demerger</li> </ul>                                      |
| US based defense<br>equipment manufacturing<br>company | <ul> <li>Valuation of the Company for the proposed investment by the Holding Company as per<br/>DCF Method</li> </ul>  |



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| Client  | Summary Of Work Performed  |
|---|--|
| Telecom Company –<br>Middle East  | • PPA valuation covering their acquisition of cellular operations in 16 African countries. The assignment included identification of intangibles assets including brand, Valuation of tangible and intangibles assets and Computation of Goodwill and brand    |
| Oil & Gas Contracting<br>Company  | • Purchase price allocation for acquisition of a general trading and contracting company active in oil and gas sector. The engagement involved identification and valuation of intangible assets comprising agency agreements, contracts and lease hold rights |
| Automotive Company –<br>Japan Based                                       | <ul> <li>Assisted a large Japanese auto motive company in undertaking a valuation of intangibles as<br/>part of the purchase price allocation for its acquisition of large automotive manufacturing<br/>company in India.</li> </ul>                           |
| A leading provider of e-<br>learning and performance<br>support solutions | <ul> <li>Assisted a worlds leading provider of e-learning and performance support solutions in<br/>performing a valuation analysis of its identified 6 trademarks using the relief from royalty<br/>method under the income approach</li> </ul>                |
| Indian Infrastructure<br>Company  |  |
| Indian IT Company   | • Business Valuation of the Company for the proposed demerger of one of its division into separate Company as per DCF, CCM, NAV and PECV Method  |
| Indian Abrasives<br>Manufacturing Company                                 |  |



| Client   | Summary Of Work Performed  |
|--|--|
| Oil & Gas Contracting<br>Company                                 | <ul> <li>Purchase price allocation for acquisition of a general trading and contracting company<br/>active in oil and gas sector. The engagement involved identification and valuation of<br/>intangible assets comprising agency agreements, contracts and lease hold rights</li> </ul> |
|  |  |
| Pharmaceutical Company   | <ul> <li>Assisted a worlds leading provider of contract research and pharmaceutical company in<br/>performing a brand valuation analysis of three drugs using income approach.</li> </ul>  |
|  |  |
| Global Printer and Printer<br>Component<br>Manufacturing Company | <ul> <li>Valuation Analysis to compute fair value of equity shares and CCD's to be issued to a non-<br/>resident as required by guidelines of Reserve Bank Of India</li> </ul>   |
|  |  |
| The survey Description   | • Fair value and liquidation valuation of assets other than fixed assets as required by insolvency and bankruptcy code   |
| Thermal Power Plant  | <ul> <li>Valuation of plant on the going concern basis to understand the sustainability of the<br/>project</li> </ul>  |
|  |  |
| Infrastructure and Real<br>Estate Company                        | • Fair value and liquidation valuation of assets other than fixed assets as required by  |
| Education Infrastructure<br>Provider                             | insolvency and bankruptcy code   |

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## **Sample Deliverables**

| Report Letter  |  |   |
|--|--|---|
| November 2, 2010   | • • • • •  | <ul> <li>Report Letter</li> </ul>   |
| Board of Directors   | As per information and explanation given to us by the Company, the allotment<br>ratio has been arrived at after considering the future capital expenditure   |   |
| XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX   | requirements in the 'business, equilty servicing capacity, capital employed in the<br>business, shareholders' profile and other relevant factors.  | <ul> <li>Executive Summary</li> </ul>   |
|  |  | Exceditive Summary  |
| New Delhi 110066, India  | Scope of Work : We understand that the Management of XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX   | <ul> <li>Computation of value</li> </ul>  |
| Pear Sir,  | specified investments and specified loan and advances ("Demerged   | <ul> <li>Computation of value</li> </ul>  |
| Sub — Report on recommendation of allotment ratio of equity shares of<br>XXXXXXXXXXXIIImited("XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX         | Undertaking") in a separate company, XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX  |   |
| of XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX  | . on its operations for future growth ("Transaction")  | <ul> <li>Approach and Methodology</li> </ul>  |
| into XXXXXXXXXXXXX   | This would be achieved by a Scheme of Arrangement and Demerger ("Scheme")  |   |
| This report summarizes results of workings and ahalysis for allotment ratio  | under the provisions of Sections 391-394 of the Companies Act, 1956. We understand that the XXXXXXXXXXXXXXXX has been incorporated and will be wholly.   | <ul> <li>Key Assumptions</li> </ul>   |
| for issue of equity shares of 'XXXXXXXXXXX' to the equity shareholders of<br>XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX                           | owned by XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX   | <i>,</i> .  |
| of the 'Demerged Undertaking' of XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX   | Executive Summary  | Scope limitation  |
| For the purposes of recommending allotment ratio, we have carried out<br>the analysis of XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX               | <ul> <li>We understand that the Management of X000000000X is contemplating a restructuring<br/>proposes to demerge the following investments along with loars and advances given to</li> </ul>   |   |
| Assets Value Method, Market Price Method and Paidup Share Capital<br>Method and our report on the same is enclosed herewith for your       | Scope of Work ("Demerged Undertaking") in a wholly owned subsidiary, X0000000000 Limited, by way of a<br>synergies through focused business segments and leverage on its operations for future growth  |   |
| reference. Read. with underlying assumptions, scope. of. work and<br>imitations defined in our report, the proposed allotment ratio is one | <ul> <li>For the purposes of demerger, the Company requires X000000000000000000000000000000000000</li></ul>  | ) to prove shale<br>obcocook, under the   |
| equity share of XXXXXXXXXXXXXXX to be issued for every five shares of XXXXXXXXXXXXX  | restructuring exercise of demerger or beinerged undertaking as on Appointed Date.  |   |
|  | The analysis and result relies upon the info<br>provided by the Management of X0000000<br>authority.     We have given the appropriate weights b<br>considering the business risks and other app<br>Business forecasts and information the SEE_A   | In absence of information from the Management, NAV of the investments of  |
| 1111   |  | be transferred to X000X00000X<br>A based on information provided, contingent liabilities appearing in the financial<br>datements as t.M.<br>and has been adapting<br>and has been adapting<br>be as at March 31, 2010 and<br>be bisconted CabiEl<br>bisconted bisconted cobies contrained bisconted |
| 1111   | Results Result | be transferred to XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX   |

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## **Sample Deliverables**

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| Net Units sold   |              | 2,726     | 1,168              | 10         | 10       | 10                   | 15       | 15       | 15       | 15       | 25       |          |            |            |          |          |          |          |          |          |
|--|--------------|-----------|--------------------|------------|----------|----------------------|----------|----------|----------|----------|----------|----------|------------|------------|----------|----------|----------|----------|----------|----------|
| Cumulative Units Sold - Office + Studio  |              |           | 1,168              | 1,178      | 1,188    | 1,198                | 1,213    | 1,228    | 1,243    | 1,258    | 1,283    |          |            |            |          |          |          |          |          |          |
| Area Sold (sq. ft)   | 21,35,282    | 21,35,282 | 8,72,576           | 8,105      | 8,105    | 8,105                | 12,157   | 12,157   | 12,157   | 12,157   | 20,262   |          |            |            |          |          |          |          |          |          |
| Sales Value  |              |           | 266.0              | 2.7        | 2.7      | 2.7                  | 4.0      | 4.0      | 4.0      | 4.3      | 7.1      |          |            |            |          |          |          |          |          |          |
| Units Sold - Residential   |              | 264       | 180                | -          | 2        | 2                    | 3        | 3        | 4        | 7        | 7        |          |            |            |          |          |          |          |          |          |
| Units cancelled  |              |           | 200                |            |          |                      |          |          |          | · · ·    |          |          |            |            |          |          |          |          |          |          |
| Net Units sold   | 264          | 264       | 180                | -          | 2        | 2                    | 3        | 3        | 4        | 7        | 7        |          |            |            |          |          |          |          |          |          |
| Cumulative Units Sold - Residential  |              |           | 180                | 180        | 182      | 184                  | 187      | 190      | 194      | 201      | 208      |          |            |            |          |          |          |          |          |          |
| Area Sold (sq. ft)   | 3,24,200     | 3,22      | 2,09,430           | -          | 2,732.62 | 2,732.62             | 4,098.93 | 4,098.93 | 5,465.24 | 9,564.17 | 9,564.17 |          |            |            |          |          |          |          |          |          |
| Sales Value  |              |           | 72.92              | -          | 0.9      | 0.9                  | 1.4      | 1.4      | 1.9      | 3.4      | 3.4      |          |            |            |          |          |          |          |          |          |
| Units Sold - Retall+Facility<br>Units cancelled<br>Net Units Unsold<br>Cumulative Units Sold - Retaller<br>Area Sold (Sq. ft)<br>Sales Value<br>Torner |              |           | 513                | 20         | 20       | 20                   | 20       | 20       | 20       | 20       | 20       |          |            |            |          |          |          |          |          |          |
| Net Units Unsold   |              | /         | 513                | 2          |          |                      |          |          |          |          |          |          |            |            |          |          |          |          |          |          |
| Cumulative Units Sold - Retail   |              | 15        | 513                | 53         |          |                      | Dec-19   | Mar-20   | Jun-20   | Sep-20   | Dec-20   | Mar-21   | Jun-21     | Sep-21     | Dec-21   | Mar-22   | Jun-22   | Sep-22   | Dec-22   | Mar-23   |
| Area Sold (Sq. ft)   | -1           | くてい       | 59,614             | 9,01       |          |                      | Dec-15   | Ivial-20 | Juli-20  | 3ep-20   | Dec-20   | IVIAI-21 | Juii-21    | Jeh-71     | Dec-21   | IVIAI-22 | Juii-22  | Seh-22   | Dec-22   | Ivial-25 |
| Sales Value  | - 1          |           | 188.5              | 10         |          | Jun-18               | 0%       | 0%       | 0%       | 05       | % 0%     | 0%       | 0%         | 0%         | 0%       | 0%       | 0%       | 0%       | 0%       | 0%       |
|  | $\mathbf{V}$ | 1         |                    |            |          | Sep-18               | 0%       |          | 0%       |          |          | 0%       | 0%         | 0%         | 0%       |          | 0%       | 0%       | 0%       | 0%       |
| Total  | · ···        |           | collection P       | Plan Phase |          | Dec-18               | 0%       |          | 0%       |          |          |          | 0%         | 0%         | 0%       |          | 0%       | 0%       | 0%       | 0%       |
|  | <b>\'</b>    |           |                    |            | -        | Mar-19               | 0%       |          | 0%       |          |          |          | 0%         | 0%         | 0%       |          | 0%       | 0%       | 0%       | 0%       |
|  |              |           |                    |            | ല്       | Jun-19               | 0%       |          | 0%       |          |          |          | 0%         | 0%         | 0%       |          | 0%       | 0%       | 0%       | 0%       |
| 、 \ \ J  |              |           |                    |            | ooking   | Sep-19               | 0%       |          | 0%       |          |          |          | 0%         | 0%         | 0%       |          | 0%       | 0%       | 0%       | 0%       |
|  |              |           |                    |            | × –      | Dec-19               | 100%     |          | 0%       |          |          |          | 0%         | 0%         | 0%       |          | 0%       | 0%       | 0%       | 0%       |
|  |              |           |                    |            | ŏ —      | Mar-20               | 0%       |          | 0%       |          |          |          | 0%         | 0%         | 0%       |          | 0%       | 0%       | 0%       | 0%       |
|  |              |           |                    |            | - m      | Jun-20               | 0%       |          | 100%     |          |          |          | 0%         | 0%         | 0%       |          | 0%       | 0%       | 0%       | 0%       |
|  |              |           |                    |            | _        | Sep-20               | 0%       |          | 0%       |          |          |          | 0%         | 0%         | 0%       |          | 0%       | 0%       | 0%       | 0%       |
|  |              |           |                    |            | -        | Dec-20               | 0%       |          | 0%       |          |          |          | 0%         | 0%         | 0%       |          | 0%       | 0%       | 0%       | 0%       |
|  |              |           |                    |            | -        | Mar-21               | 0%       |          | 0%       |          |          |          | 0%         | 0%         | 0%       |          | 0%       | 0%       | 0%       | 0%       |
|  |              |           |                    |            |          | Jun-21<br>Sep-21     | 0%       |          | 0%<br>0% |          |          |          | 100%<br>0% | 0%<br>100% | 0%<br>0% |          | 0%<br>0% | 0%<br>0% | 0%<br>0% | 0%<br>0% |
| F  |              |           |                    |            |          | Dec-21               | 0%       |          | 0%       |          |          | 0%       | 0%         | 0%         | 100%     |          | 0%       | 0%       | 0%       | 0%       |
|  |              |           |                    |            |          | Dec-21               |          | 0%       |          |          |          | 0%       | 0%         | 0%         |          |          |          | 0%       | 0%       | 0%       |
| Total Project  |              |           | Info               | Sep-17     | De       | c-17 I               | Mar-18   | Jun-18   | Sep-1    | 8 De     | c-18 N   | 1ar-19   | Jun-19     | Sep-19     | Rate     | . + : •  |          |          |          |          |
| ows  |              |           |                    |            |          |                      |          |          |          |          |          |          |            |            |          |          |          |          |          |          |
| pening Cash Balance  |              |           |                    |            |          | 4                    | 22       | 16       |          | 13       | 12       | 12       | 8          |            | 4        |          |          |          |          |          |
| romoter Contribution+other Income  |              |           |                    |            | 6        | 2                    | 2        | 2        |          | 2        | 2        | 2        | 2          |            | 2        |          |          |          |          |          |
| ollections from Sales  |              |           |                    | -          | 247      | 13                   | 14       | 16       |          | 19       | 21       | 23       | 23         |            | 2        |          |          |          |          |          |
| -  |              |           |                    |            |          | 15                   | 14       | 10       |          | 19       | 21       | 25       | 25         | 3          | 2        |          |          |          |          |          |
| apitalised Value of Rented Space<br>lew Loan   |              |           |                    |            | -        | 15                   | 15       | 15       |          | 15       | 15       | 15       | 15         | 1          | .5       |          |          |          |          |          |
|  |              |           |                    |            |          |                      |          |          |          |          |          | <u> </u> |            |            |          |          |          |          |          |          |
| otal Inflows   |              |           |                    |            | 253      | 34                   | 53       | 49       |          | 49       | 50       | 52       | 48         | 5          | 3        |          |          |          |          |          |
| tflows   |              |           |                    |            |          |                      |          |          |          |          |          |          |            |            |          |          |          |          |          |          |
| ject Outflows  |              |           |                    |            |          |                      |          |          |          |          |          |          |            |            |          |          |          |          |          |          |
| and Payment  |              |           |                    |            | 36       |                      |          |          |          |          |          |          |            |            |          |          |          |          |          |          |
|  |              |           |                    |            | -        |                      | 6        | -        |          |          |          |          | -          |            |          |          |          |          |          |          |
| ,  |              |           |                    |            |          |                      |          |          |          |          |          |          |            |            |          |          |          |          |          |          |
| dditional FAR Cost-Pending   |              |           |                    |            | 150      | 0                    |          |          |          | 21       | 21       | 24       | 24         | -          | 0        |          |          |          |          |          |
| dditional FAR Cost-Pending<br>onstruction Cost   |              |           | 40/                | 1          | 152      | 8                    | 25       | 31       |          | 31       | 31       | 34       | 34         |            | 0        |          |          |          |          |          |
| dditional FAR Cost-Pending   |              |           | 4%<br>Phase-Office |            | 8        | 8<br>2<br>Phase-Comi | 25<br>2  |          |          | 31<br>2  | 31<br>2  | 34<br>2  | 34<br>2    |            | 0<br>2   |          |          |          |          |          |





## Awards

## Awards

- Acquisory received the award of "M&A Advisory Firm of the Year" in 2013
- Acquisory received the award of "Due Diligence Experts of the Year" in 2014
- Acquisory received the Indian Achievers' award for "Promising MSME 2022"







## **Select Clientele**

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**a.**1



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# ACQU SORY

## **Highly Credentialed Team**

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### **Sumchit Anand**

Qualification - CA Experience – 20+ Years Registered Valuer- IBBI



### Krishan Goyal

Qualification - CA Experience – 16+ Years Registered Valuer- IBBI



### Varun Kohli

Qualification – CA Experience – 15+ Years



## Kinnari Gandhi Qualification – CA

Experience – 15+ Years

# **Contact us**

# Your Growth, Our Business

#### **OUR OFFICES**

#### **Delhi NCR**

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