

Broadcasting and Distribution Credentials





Celebrating 15 Years of Learning & Growth



About Our Firm

- ✓ **Acquisory** was incorporated in 2010, by highly credentialed and experienced professionals, bringing in more than 25+ years of individual experience and a cumulative experience of 300+ years.
- ✓ The management team among themselves represent extensive experience in specialized services across M&A Advisory, Investment Banking, Asset Management and Operations & Risk Consulting.

We help clients through the entire business continuum from identification of the problem, to solution, to implementation.





Services spanning entire deal continuum



250+ professionals



300+ man years of experience of leadership team



Offices at Delhi-NCR, Mumbai, Bengaluru & Dubai (UAE)



Our Expertise: Broadcasting & Distribution







LCN AND LANDING PAGE



PRE-SIGNAL & TECHNICAL AUDITS



DEALS AND FACT SHEET ASSESSMENT











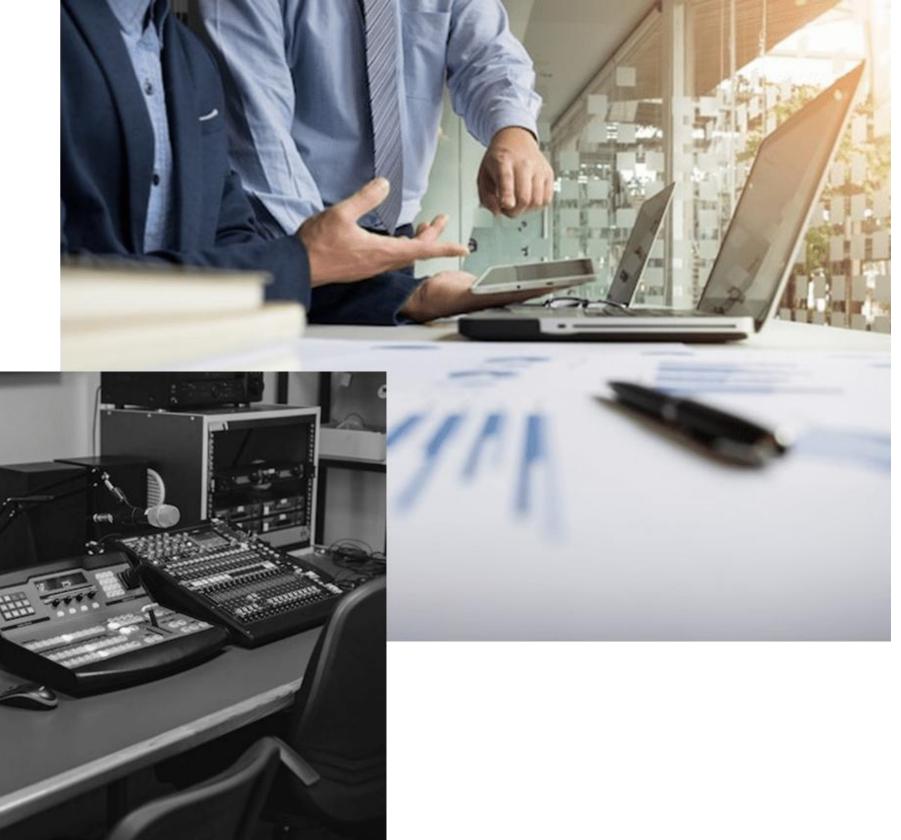


IPTV - INTERNET
PROTOCOL TELEVISION





OUR CONSULTING SERVICES





Our Consulting Services

M&A – Lead Advisory

Our fundraising strategy includes helping clients identify their funding needs and outlining various available options to raise the required funds through debt and equity.

Assurance & Regulatory

In the current business environment, regulatory compliance is an important aspect of any business or corporation. Effective compliance planning can be a competitive edge for any business reflecting transparency of operations.

Asset Management

Our Asset Management services are the solution to support our private equity / NBFC clients in meeting their objectives of maximizing returns.





Compliance & Regulations

Having strong compliance and adequate oversight controls are vital elements in ensuring that companies can respond appropriately to technological abuse or failures. Acquisory establishes an inclusive, comprehensive framework to implement more advanced controls for detecting non-compliance.

Operations & Risk Consulting

Smart investors know that it is prudent if investments are followed up with continuous monitoring of key business risks. Acquisory helps you manage such risk factors.



IT Risk, Forensics

We specialize in mitigating security risks for our clients, going beyond standards and certifications. We achieve our objectives through a series of methodologies.



OUR SERVICE OFFERINGS BROADCASTING & DISTRIBUTION AUDIT









Core Services: Broadcasting & Distribution

OUR FORTE



Digital Revenue
Subscription & Internet
Protocol Television



Subscription Revenue



Data Analytics & Automation



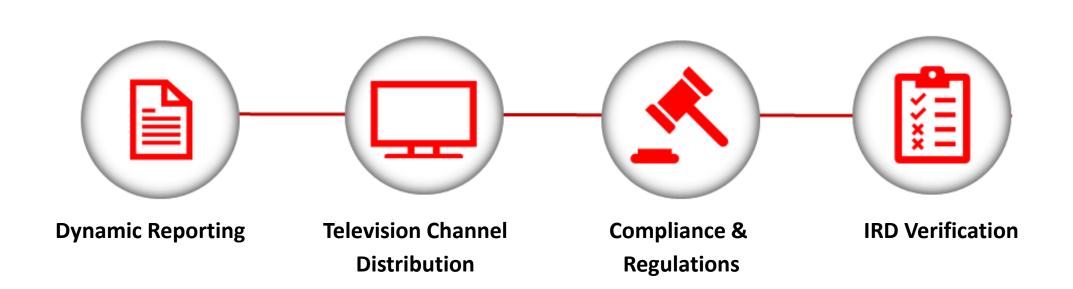
Technical Review



Anti Piracy



CORE SERVICES





Core Services: Broadcasting & Distribution

Television Channel Distribution

Acquisory endeavours to keep distribution partners accountable with 360-degree visibility into compliance, transactions and subscribers. An added advantage of Acquisory review w.r.t. agreement compliance, negotiation and revenue recognition.

IRD Verification

The technical team of Acquisory has expertise to scanner plug-in to perform automated detection and validation of IRD numbers and designed specifically for digital Forensic Analysis..

Subscription Audit

Audit design to detect anomalies and potential revenue leakage at the system and carriage level im real time. Acqusory internal system detects the anomalies and potential revenue leakage

Data Analytics & Automation

Acquisory automates manual tasks involved in data management, finance, accounting, and reporting for superior speed and accurateness



Dynamic Reporting

Acquisory competent team of experts from broadcasting audit and data science background review and report paid subscribers, revenue accuals & price point adoption, variance analysis, MVPD comparison, forecasting for their broadcasting connection.

Compliance & Regulations

Acquisory has designed a proper framework which is build around the compliance & regulations as stated by TRAI..

Anti Piracy

Acquisory Audit plan perform content monitoring mechanisms. Our Services to include anti piracy operations.

Digital Revenue Subscription

For Financial Stability, managing revenue and collecting the same is an important aspect for both individuals and corporates. Thus, At Acquisory we offer & recognize performance, risk and opportunities across every aspect of distribution to achieve better revenue outcomes

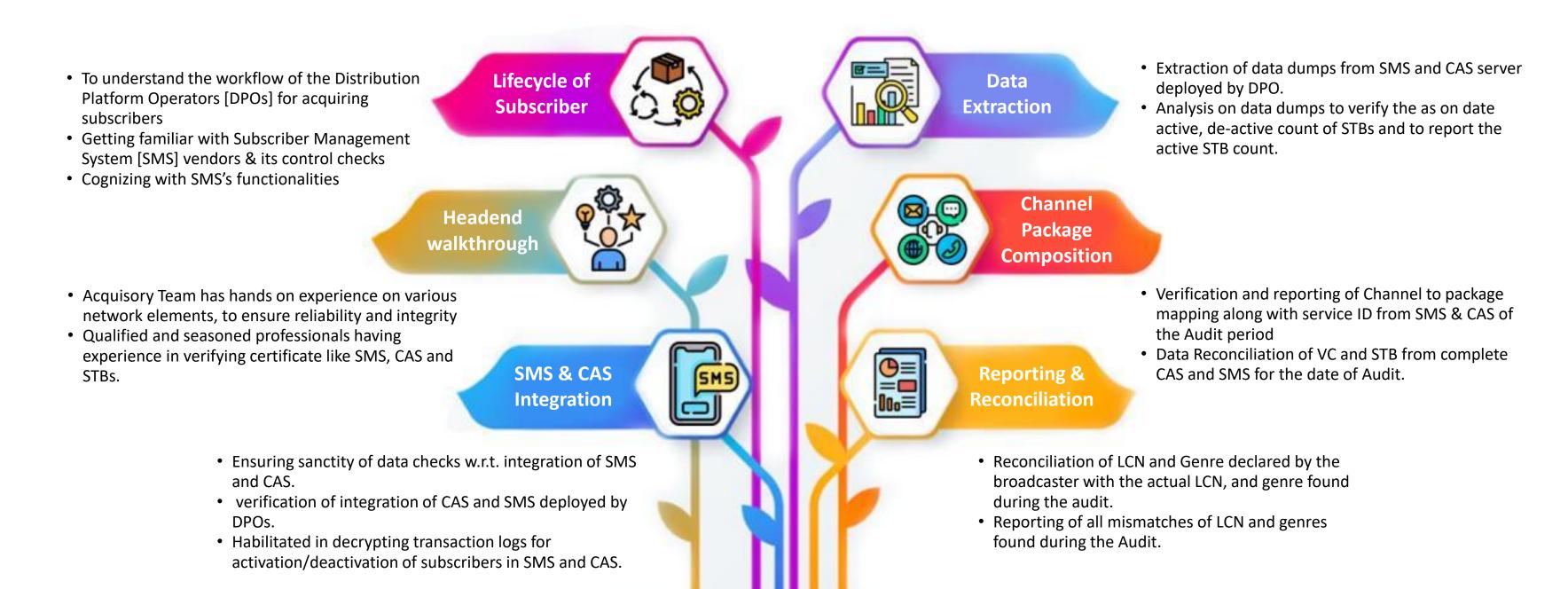
Technical Review

Acquisory has competence to carry out technical review with highest degree of professional integrity and technical competence. Analysis of all the eliminate, certificate and version software, hardware configuration



Subscription Audit

Every Distributor of television channels, to conduct a Subscription Audit every year. The Audit shall be of its subscriber management system, conditional access system and other related systems by an Auditor to verify that the monthly subscription reports made available by the distributor to the broadcasters are complete, true and correct, and issue an audit report to this effect to each broadcaster with whom it has entered into an interconnection agreement. Thus, checking of these reports by an Auditor is termed as Subscription Audit.





Data Analytics & Automation

Data analytics automation is the process of using advanced computer programs and simulations to examine digital information. Depending on a business' industry, its staff might collect statistical data on customer information, production processes, profitability or performance metrics.

FINANCIAL ANALYTICS

- Financial Statement Ratio analysis
- Debtors' analysis
- Creditor's analysis
- Procurement analysis
- Spend analysis
- Performance dashboard
 Finance

BUSINESS INTELLIGENCE

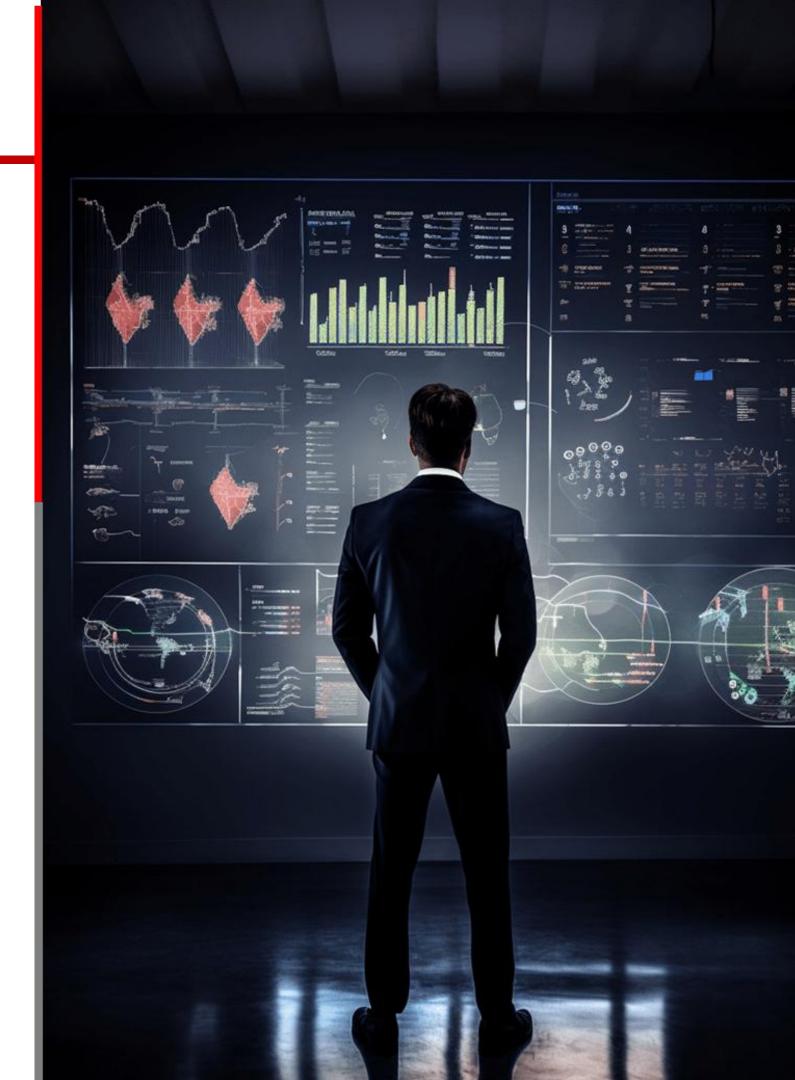
- Customer Behavior
- Churn Analysis
- Process Efficiency analysis
- Balanced scorecard
- Segmentation Analysis
- Research Analysis

AUDIT ANALYTICS

- Control analytics
- (TOE analysis for business cycles)
- Fraud analytics
- Revenue Assurance Analytics
- Comparative Analytics

ERP & IT ANALYTICS

- indicative services include
- SOD assessment
- Configuration analysis
- ERP control analysis
- ERP security analysis





Technical Review

Technical Review entails discussions with senior/operational management to understand critical business processes and inherent risks therein, as well as agreed walk-through tests; simulation testing and transaction logs analysis to assess the efficacy of internal controls.

TS Recordings

- Verification of TS Recordings and to reconcile with headend TS recordings and VC samples available in CAS and SMS database of DPO.
- Self-equipped team which can yield TS grabs wherever necessary.
- Identification of the number of channels in SD and HD format

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Simulation Testing

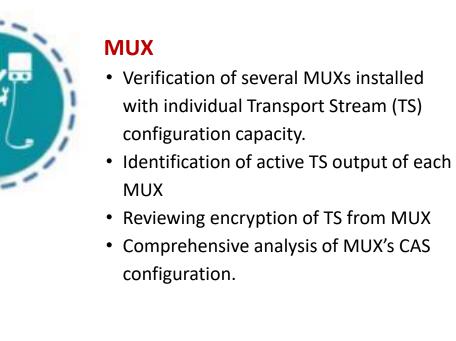
- Understanding process flow for commands routed through SMS as well as commands executed through CAS
- Self-developed checklists for scheduling feature to execute Fingerprinting (FP)
- Highlighting system capabilities to execute ECM
 & EMM based FP & OSD, Global also as per regulations

Package Composition • Validaring shapped list fr

- Validaring channel list from SMS in accordance with services configured in CAS.
- Verification of channel list available in the packages to identify changes registered in the logs.
- Qualified professionals to identify pseudo channels, if any.

Transaction Logs

- Identification of historical records for at least
 24 months from the date of inspection/audit.
- Verification of the attributes for the commands executed to restrict misconduct.





Anti-Piracy

Acquisory proactively fights the growing scale and sophistication of ever-evolving piracy threats including breaches on broadcast systems.



Investigation (Field Work)

01

02

03

04

05

06

Co-ordination with respective agency to conduct groundwork/filed investigation to gather the evidences (recordings) for piracy of channels.

Conduct Anti-Piracy Raid

- Co-ordination with local police station official and conduct anti-piracy raid at site/location.
- Recording all evidences and seize all equipment at the site / location.

Conduct Anti-Piracy Raid

Letter of Authority to be issued to Acquisory for conducting Anti – Piracy raid and confirmation from Broadcaster about the site / location where anti-piracy raid to be executed.

Report Submission

Publishing a final report to broadcasters' and submission of evidences to broadcasters', collected during anti-piracy raid.

FIR Launch

Co-ordination with respective agency to book a FIR in nearby police station for conducting antipiracy raid, based on the piracy evidences.

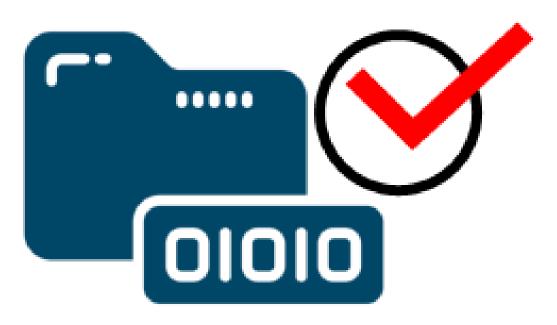
Broadcasters' confirmation on closure

Sending daily status updates to broadcasters for an on-going anti-piracy raid and closing the anti-piracy raid on broadcassters' confirmation.

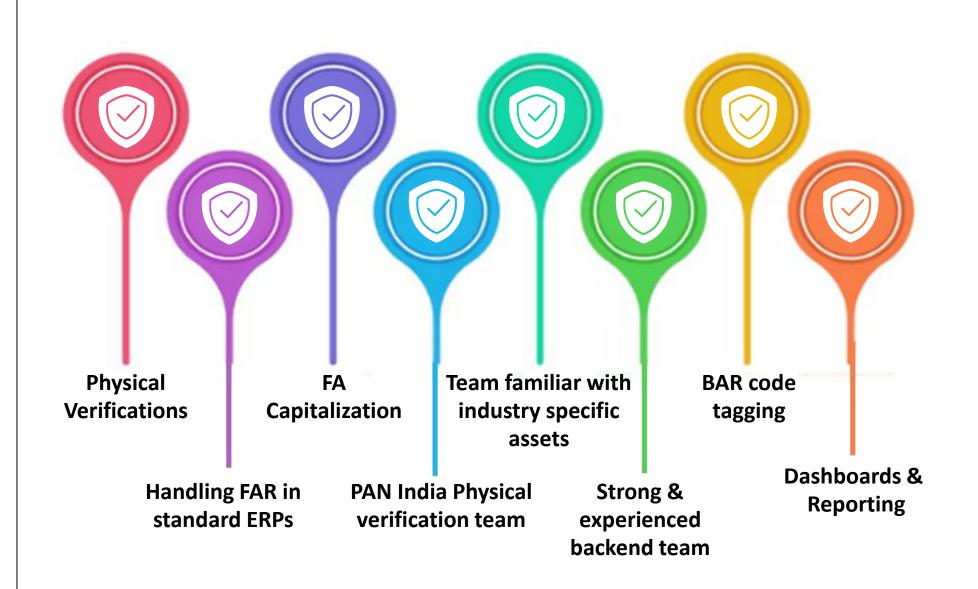


IRD Verification

The IRD number validation service validates a customer's IRD number, identity and contact information and provides an assessment if it's likely to be correct.



- Physical verification of assets at PAN India Level to match the physical records with books of accounts
- Assess the process for Fixed Asset Register (FAR) updating and reconciliation
- Verify the accuracy of asset categorization and accounting
- Review stock stacking and labelling
- Identify ERP and Non-ERP items
- Tagging and barcoding of fixed assets for easy identification of assets





Compliance & Regulation

System Compliance

- Reviewing complete network design and architecture understanding.
- Overview of 360-degree visibility into compliance, transaction and subscribers.

Agreement Compliance

 The Audit design and Acquisory examination of the documents provides a value-added perspective to enhance financial management, operations and accountability. Acquisory experienced professionals shall provide an insight that will enlighten future aspirations.

Anti Piracy Regulations

- Acquisory to keep a check on the Distribution
 Platform Auditor- to ensure DPOs are in
 compliance with the Digital Addressable System
 [DAS] of the Interconnection Regulations.
- Data Analysis of queries run, CAS and SMSgenerated reports of DPO.



TRAI Regulations

- Stringent framework designed which revolves around the regulations as stated by TRAI
- Reporting of non-compliance status information to TRAI as per Interconnection Regulations, 2017 & 2023

Broadcasting Regulations

 Formulation of Audit design as per the formulation & administration of rules, regulations & laws by the Ministry of Information and Broadcasting.

Anti Piracy Regulations

- Technical Audit Structure contains the piracy checks as per schedule III & Schedule X
- Verification of blacklisted VC and STB.



Television Channel Distribution

Distribution channels are the paths that products & services take on their way from the manufacturer or service provider to the end consumer.

Acquisory functions from Scheduling programs, Media Order booking, Traffic Daily Log, Schemes / Offers, Placement / Carriage and Billing.

Deals /Fact Sheet Assessment

Assess & evaluate deal finalization process with operators based on facts.

Agreement Review

Review agreements signed with Operators and compliances thereon compare contracts for renewal cases.

Placement & Carriage

Examine Placement and Carriage charges levied for each operator with relevant explanation..

Schemes & Offers

Validate schemes / promotional offerings by the Operators,

Landing Channel & LCN

Review Landing Channel deals with the Operators as stated on the agreement.

System Review (SMS/CAS/DRM)

Reconcile SMS and CAS/DRM from Commercial and Technical aspects.

Invoicing & Billing

Exhaustive analysis on Invoice generation, offers factors, waivers & adjustment, posting, etc.

Payment & Collection

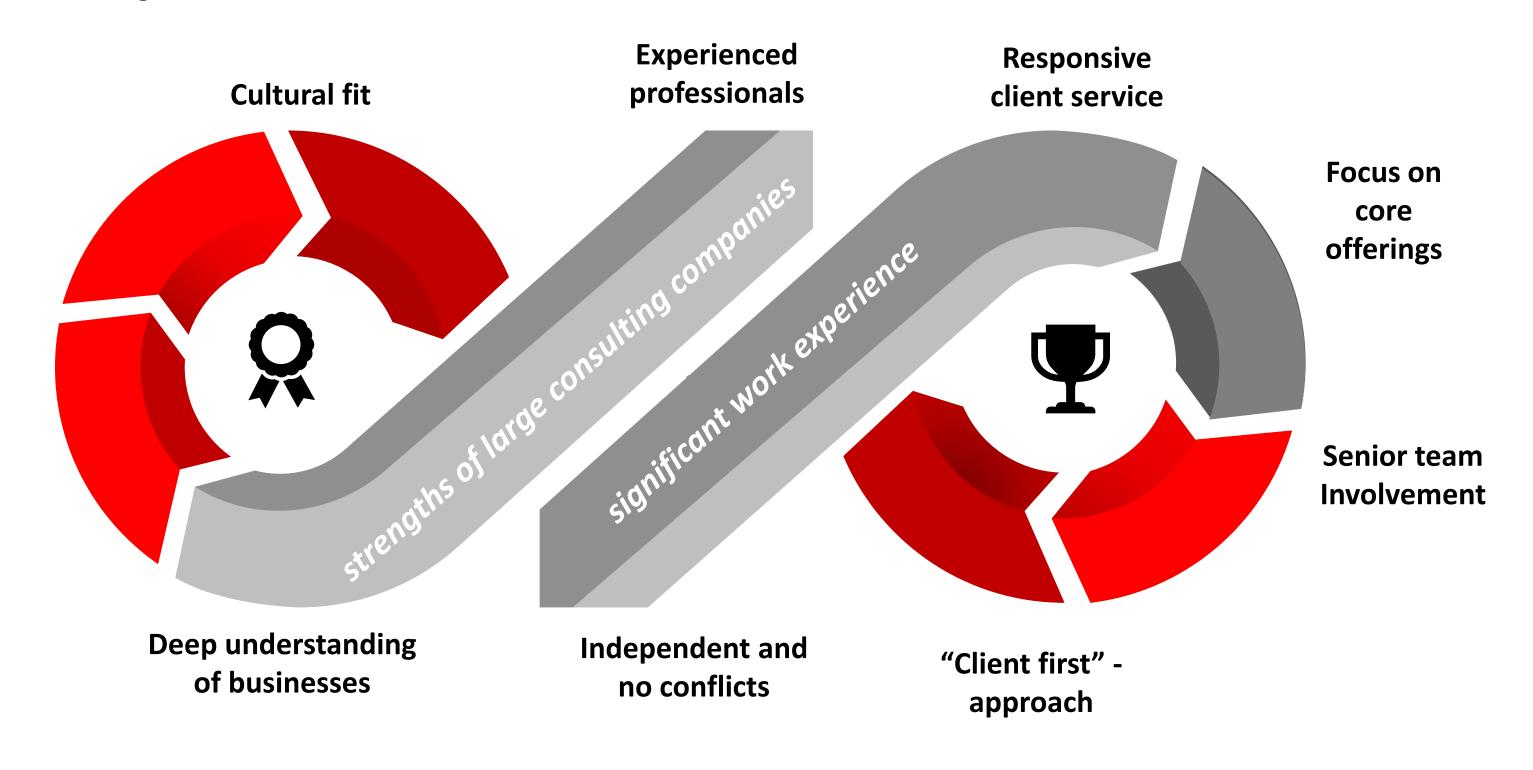
Assess payment postings, reversal entries, outstanding and the entire collection process.





Why Acquisory?

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.





Our Service Portfolio



Transaction Advisory

- Due Diligence –
- ✓ Financial & Tax DD
- ✓ LP GP DD
- Financial Modelling/
 Underwriting Support
- Corporate Restructuring
- Buy Side / Sell Side advisory
- Fund Raising (Debt & Equity)
- Valuation
- Deal Structuring / Negotiation
- M&A Integration

Asset Management

- Portfolio Management
- Investment Monitoring
- Strategic Advice
- Dispute Resolution
- Litigation Management
- Exit advice & Optimization of Investors return
- Asset Management
 Software

IT and Process Risk Consulting

IT Risk

- Forensics
- Information Security
 Management Services
- Technology Risk Solutions

Process Risk

- Internal Audit
- Cost reduction
- Working capital Optimization
- IFC Review
- SOX Compliance
- SOP Development
- Production Audit/DAS Audit

Business Set Up, Financial Reporting & Compliance

Assurance and Regulatory

- Business Set Up Assistance
- Accounting & Reporting
- Financial Audits
- Conversion support for IFRS, IND AS accounting

Compliance

- Secretarial
- Statutory Compliances

Fund Operations

- Fund Set up Assistance
- Fund Accounting
- Returns calculations
- NAV Computation

Taxation Advisory services

Direct Taxes

- Corporate Tax
- Withholding Taxes
- TDS
- Income tax

Indirect Taxes

- GST
- VAT

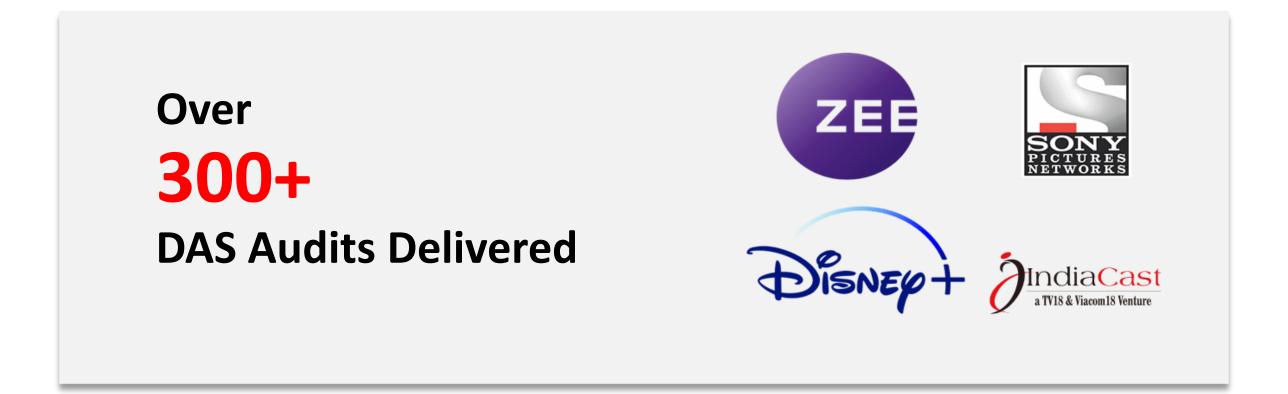
Tax Compliance

 Assistance in compliance for direct and indirect taxes



Our DAS Audit Experience

Acquisory has performed over 300+ DAS (Digital Addressable Systems) Audits of winning media and production companies like Viacom 18, Zee Entertainment, Disney, Sony, UTV and many more.





TEAM STRUCTURE & QUALITY ASSESSMENT





Illustrative Team Structure

We propose to use an experienced team of resources in order to bring together Industry expertise, consulting expertise, and process expertise.

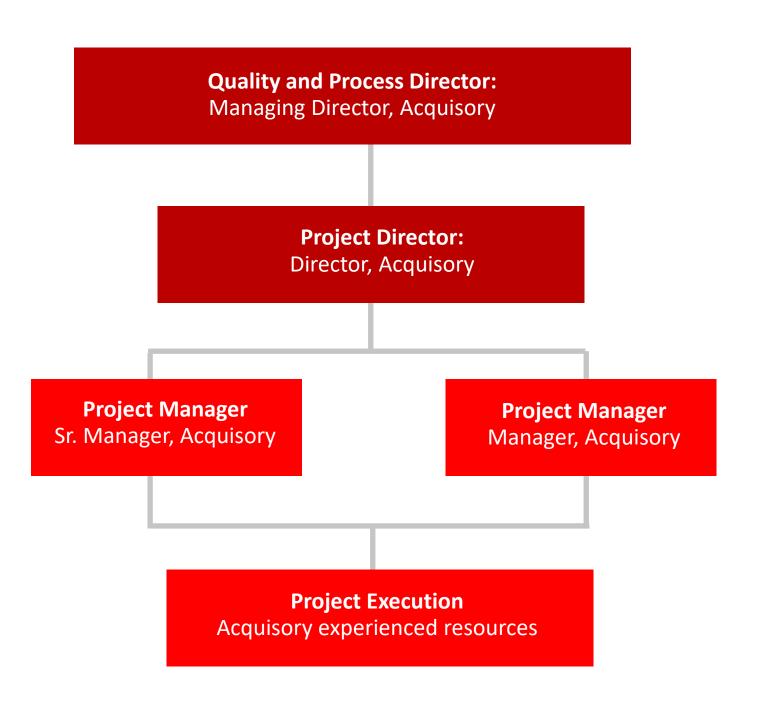
The team will endeavor to remain in constant touch with the client to provide them regular updates.





Team Structure & Quality Assessment Mechanism

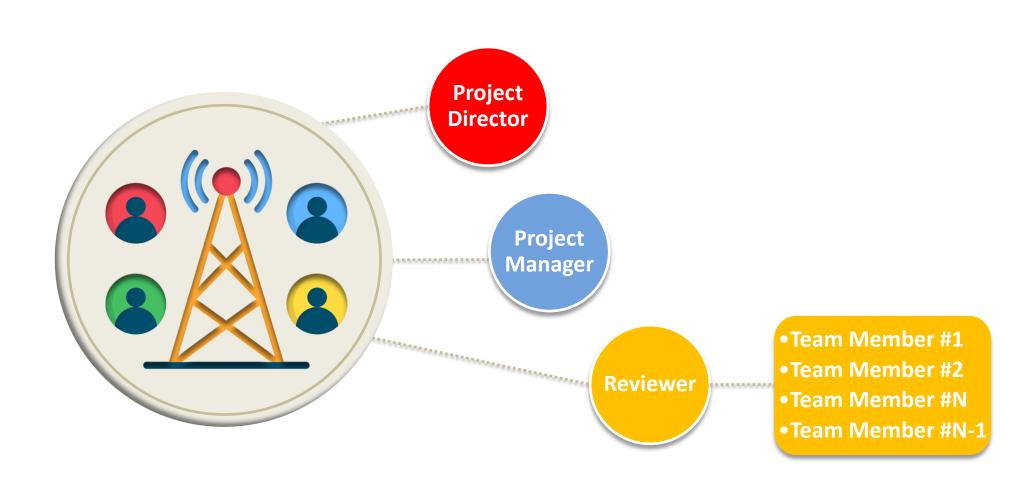


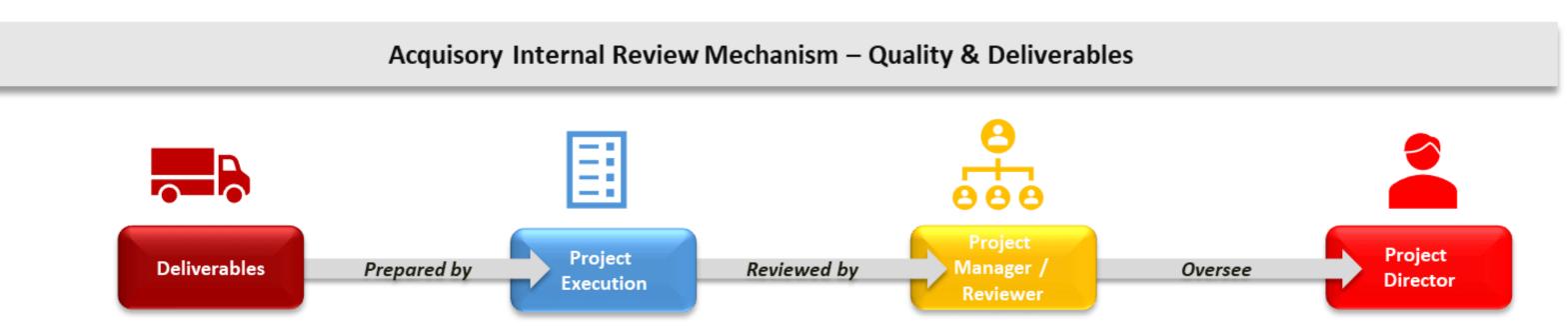




Quality Assessment Mechanism

Approach to performance improvement that integrates client/partners and leverages opportunities created by upstream and downstream linkages with a focus on creating value and achieving the satisfaction of intermediate and final deliverables. The Mechanism constitutes an objective, independent evaluation and acts as the information sought with quality improvements for the client/partners.







Awards & Certifications



Venture Intelligence Ranking – 2024-25



Indian Achievers Forum
Award 2022



Best M&A Advisory Firm - 2018



Due Diligence Experts - 2014



M&A Advisory Firm of the year 2013



ISO 9001:2015



ISO/IEC 27001:2022





Select Clientele





































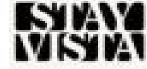
















































































Select Clientele















































































Highly Credentialed Team



Sumchit Anand
Qualification - CA
Experience - 30+ Years
Registered Valuer- IBBI



Krishan Goyal
Qualification - CA
Experience — 20+ Years
Registered Valuer- IBBI



Kinnari Gandhi
Qualification – CA
Experience – 20+ Years



Rajarshi Datta

Qualification - MA (Econ.)

Experience - 20+ Years



Varun Kohli
Qualification - CA
Experience - 18+ Years



Benoy Varghese
Qualification: MBA
Experience: 20+ Years



Puneet Batra

Qualification - CA

Experience - 17+ Years



Ranjit Vishwakarma
Qualification: MBA
Experience: 15+ Years



Highly Credentialed Team



Ketan Jain
Qualification- MBA Finance
Experience – 10+ Years



Abhishek Shukla
Qualification – BCOM
Experience – 5+ Years



Ankit Patel

Qualification – B. Com

Experience – 10+ Years



Mayuresh Rane

Qualification – MCOM

Experience – 5+ Years



Sunny Gupta
Qualification – BAF
Experience – 8+ Years



Ashish Dubey
Qualification – B.Com
Experience – 5+ Years



Media & Entertainment - Ranjit Vishwakarma



Ranjit Vishwakarma

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Ranjit is a Seasoned Professional with 15+ years of experience in Business Consulting and Risk Assurance Services in Media & Entertainment, and Manufacturing domains with a focus on Revenue Assurance, Billing, Systems and Process Audit, Process Re-engineering, and Data Analytics. Ranjit is the Manager at Acquisory's Mumbai base.

Having done his post-graduation in Financial Management from NMIMS University, his expertise includes solutions in Movie Productions, Broadcasting, Over-the-top (OTT), and Media Distribution.

Ranjit has conducted Digital Addressable System (DAS) audits since 2015 for Big4 companies and other notable firms. He has worked on an array of production shoot audits, internal audits, process validations, and risk assessments across industry sectors, gaining functional experience, and understanding business nuances and operating risks. Some of his marquee clients include India's leading production houses, the world's best OTT player, and the leading Broadcasters, MSOs, and DTH players.

Ranjit has worked in a Big4 consulting in the Risk Assurance domain in the Media & Entertainment industry, where he helped the firm to set a new solution i.e Production Shoot Monitoring. He not only introduced the product into the firm but also trained resources, handled clients independently, and helped the management in liaising with big names in the industry using his contacts.



Media & Entertainment – Ketan Jain



Ketan Jain

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Mobile: +91 99304 84313

Ketan is a seasoned professional with over 10 years of experience in business consulting and risk assurance services within the media and entertainment, as well as manufacturing sectors. His areas of expertise include revenue assurance, media audits, systems audits, Internal Financial Controls (IFC) testing, internal audits, and data analytics. Ketan serves as a manager at Acquisory's Mumbai office.

He holds a postgraduate degree in Financial Management from D.Y. Patil University and specializes in risk advisory engagements and media - DAS audits in accordance with TRAI regulations for multiple Multi-System Operators (MSOs).

Ketan has successfully managed audits for prominent MSOs, including Hathway, GTPL, DL GTPL, Den Network, and Arasu, among others. Additionally, he has overseen projects focused on internal audits, IFC testing, operational risk audits, media audits, application control reviews, and compliance assessments.

His portfolio includes conducting internal audits for a diverse range of clients across various sectors, such as AGC Networks (telecom), TOTO India (sanitary manufacturing), MTC (heavy metal scrap), and major broadcasters for DAS audits. He has also managed compliance audits in line with IRDAI guidelines for TATA AIA.

He has also partnered with leading broadcasters, including Star India, IndiaCast, Culver Max for DAS Audit as per regulation and RIO.



Our Offices

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