



SEBI REGISTERED CATEGORY – I MERCHANT BANKER

*SEBI REGISTRATION NUMBER – INM000012689*

CORPORATE PROFILE

# About Us

*KREO means creation. It is a true reflection of what the company stands for - create client experiences built on Trust*

## *The Who*

**Kreo Capital is a boutique financial service company with Mid Market Focus**

Kreo Capital Private Limited was incorporated with the sole objective to establish itself as one of the premiere and trustworthy financial service provider for Mid Market companies.

Our management team & board consist of seasoned entrepreneurs & business leaders within the financial services domain.

Our team is comprised of professionals from the top firms within their respective domains.

## **Educational Pedigree**



## *The What*

**Kreo Capital creates wealth through Trust, Integrity and Commitment**

- Capital Markets
- Investment Banking
- Wealth Advisory
- Lending Solutions
- Valuation Services

## *The Why*

**Led by professionals, Kreo Capital is a financial expert for all growth oriented companies.**

We have deep industry insights and experience, expertise in transaction structuring, a grasp of the regulatory environment and an understanding of market dynamics.

We are a one stop solution for all financial needs of growth oriented mid market companies.

Led by professionals, we work with the largest and the most reputed investors in the industry.

Specialized industry & product teams, enhancing the depth & quality of analysis.

# Mission, Vision & Values

## MISSION

To enable clients create wealth through values based on uncompromising trust, integrity and commitment.

## VISION

To be the most respected and referred global financial services brand.

## VALUES

- **Trustworthiness** - Providing dependable and reliable advice.
- **Integrity** - Always dealing with our clients in a fair and ethical manner; gaining trust through our actions.
- **Commitment** - Passionate about clients success and happiness.

# What We Do

Kreo Capital is a boutique financial services company headquartered in Nagpur, along with parallel operations in Mumbai.

We provide one-stop fund raising solutions and financial advisory services. The service portfolio of Kreo Capital consists of the following:

CAPITAL MARKETS	INVESTMENT BANKING	WEALTH ADVISORY	LENDING SOLUTIONS	VALUATION SERVICES
<input type="checkbox"/> Fund raising via IPOs	<input type="checkbox"/> Mergers and Amalgamations	<input type="checkbox"/> Wealth Management Services	<input type="checkbox"/> Debt Financing	<input type="checkbox"/> Valuation of Unquoted shares through Discounted Cashflow (DCF) Technique
<input type="checkbox"/> Follow-on Public Offers	<input type="checkbox"/> Private Equity Advisory	<input type="checkbox"/> Product Distribution Services	<input type="checkbox"/> Working Capital Finance	<input type="checkbox"/> Project Valuation and Equity Valuation Services
<input type="checkbox"/> Management of Buy Backs and Rights Issue	<input type="checkbox"/> Corporate Restructuring	<input type="checkbox"/> Personal and Corporate Financial Planning	<input type="checkbox"/> Advisory for Issuance of NCDs, GDR, ADR and LAS	<input type="checkbox"/> ESOPs Valuation
<input type="checkbox"/> Direct Listing & Takeovers	<input type="checkbox"/> Company Law and Secretarial Advisory		<input type="checkbox"/> Structuring Acquisition Finance	
<input type="checkbox"/> Migration or Delisting of shares				
<input type="checkbox"/> Preferential Allotments				
<input type="checkbox"/> Other takeover related advisory under the SEBI Takeover Code				

# Service Offerings (1/2)

## **CAPITAL MARKETS**

With deep regulatory and procedural knowledge, transactional expertise and access to public markets, Kreo Capital provides seamless support to businesses who aim at mobilizing capital from investors. Raising capital through our access to the public markets is one of the key ways in which we support our clients growth. Our acclaimed knowledge of regulatory norms and processes aids us in creating innovative structures aligned to specific business plans

## **INVESTMENT BANKING**

Our corporate advisory division works with a wide range of clients including young, cutting-edge start-ups and established market leaders. We advise our clients on mergers and acquisitions, private equity funding, divestments, corporate restructuring, valuation of shares as per SEBI guidelines, company law and secretarial advisory. Our advice is built from a rigorous and up-to-date understanding of the market, coupled with clients financial vision. This means we only offer solutions that work best for our clients.

## **WEALTH ADVISORY**

We specialize in investments analysis, consultancy and advice relating to assets allocation and management of investment portfolios. Our financial advisors have an in-depth understanding of the challenges, goals, preferences, styles and strategies that distinguish wealthy investors. We have an acute knowledge of financial opportunities and their potential risks. This combination better positions us to develop, structure and execute strategies for clients important financial needs.

## **LENDING SOLUTIONS**

We offer clients a comprehensive range of debt advisory and financing solutions. A team of seasoned professionals support clients by addressing their debt related issues and requirements, including raising fresh debt for development of projects, restructuring existing working capital loans, raising finance through structured instruments such as debentures, shares, GDRs etc. and structuring acquisition financing.

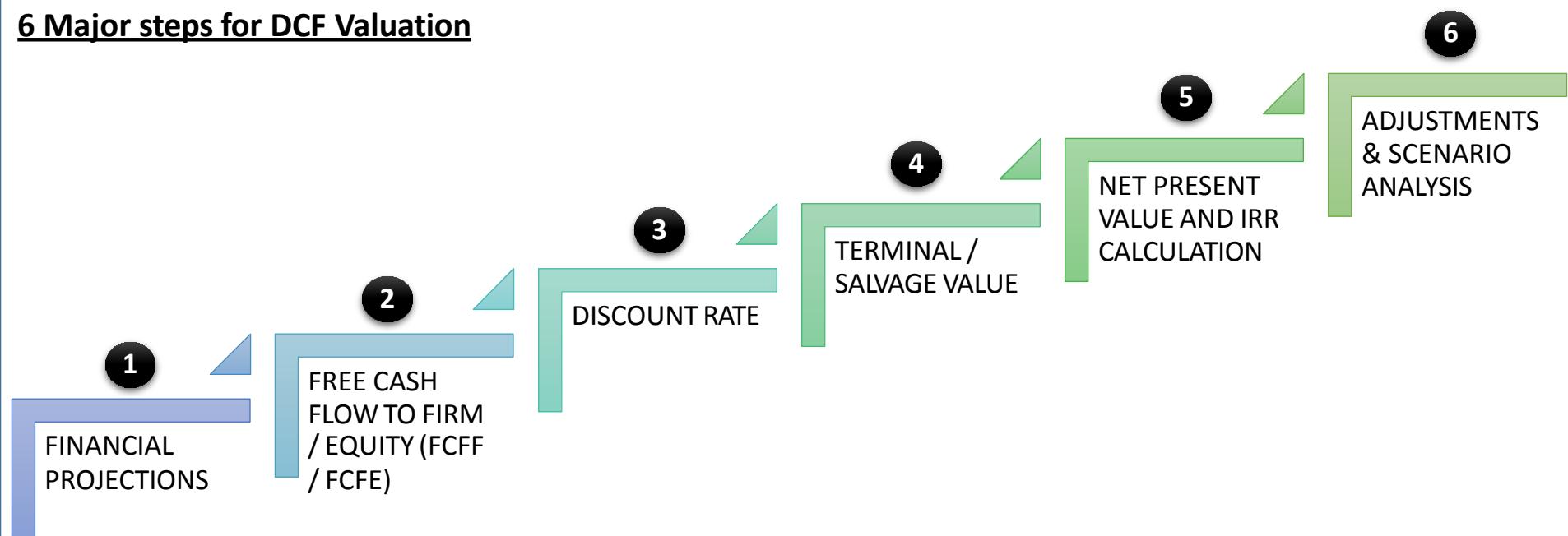
# Service Offerings (2/2)

## VALUATION SERVICES

**Only Merchant Bankers are entitled to do valuation of unquoted shares.** Central Board of Direct Taxes (CBDT) made alterations, vide its notification, in Rule 11UA(2)(b), which allowed Merchant Bankers for carrying out valuation of the equity shares using Discounted Cash Flow (DCF) method. Therefore, if a closely held company is desirous of issuing further shares and wants to get it valued under DCF, **then it will have to get it done by merchant bankers only.**

Valuations are required for different circumstances and the purposes such as investment analysis, capital budgeting, merger and acquisition transactions, financial reporting, taxable events to determine the proper tax liability for which the valuation is intended. **Kreo Capital posses the requisite manpower and resources for providing pro-eminent services, which are tailored to meet the needs of clients at different stages of development and with different objectives.**

## 6 Major steps for DCF Valuation



# Advisory Board



**Anil Parakh**  
**Chairman**

CA Anil Parakh is the Founder-Chairman of Kreo Capital, a boutique financial service company with Mid Market Focus.

CA Anil is a fellow member of the Institute of Chartered Accountants of India and carries rich financial experience spanning nearly 30 years wherein he has held various instrumental positions. He is well known in the financial consultancy industry for his sharp financial acumen, analysis and reading financials of companies.

He is also a senior partner in V.K.Surana & Co, a 5 decade old Chartered Accountancy firm in Central India.

Currently, he is the Chairman of Wardhaman Urban Cooperative Bank Ltd, an award winning Cooperative bank from Vidharbha region. He has been Chairman of Nagpur Branch of WIRC of The Institute of Chartered Accountants of India and Vice President of Vidharbha Industries Association.



**Rajay Surana**  
**Non Executive**  
**Director**

CA Rajay Surana is a fellow member of the Institute of Chartered Accountants of India and has more than 30 years of experience in the Capital Market.

He has an extensive experience in leading private offerings, brokerage activities and distribution of block securities to institutional and HNI Investors.

CA Rajay Surana is well versed with the various provisions of the laws relating to NBFC's, Stock Brokers and Security Traders, etc. He holds a successful track record in evaluating value maximization strategies & implementing them to the clients advantage.

He is also a senior partner in V.K.Surana & Co, a 5 decade old Chartered Accountancy firm in Central India.

# Leadership



**Varun Parakh**  
**Managing Director**

CA Varun Parakh is a fellow member of the Institute of Chartered Accountants of India and has more than half a decade of experience in the Capital Market.

Varun is known for his skill on SME IPO listings, Wealth Management, Business Valuation and Mergers and Acquisition.

Prior to founding Kreo Capital, with 8 years of total experience, he has worked with multi national consultancy firms like EY and BDO on several corporate assignments.

As a Partner with V.K.Surana & Co, Varun has worked on more than 30+ transactions across verticals and have advised more than 10 companies to list on SME stock exchange.

He is also a member of Entrepreneurial Organization (EO) , a USA based peer to peer networking organization.

***“Leadership is the capacity to translate vision into reality.” - Warren Bennis***

# Management



**Ayush Parakh**  
Director

Ayush is an Associate Member of Institute of Chartered Accountants of India and currently the Director of Kreo Capital Private Limited.

Ayush is known for his skills in Mergers and Acquisitions, Valuations, Due Diligence, Financial Modelling and Management Consulting. At Kreo Capital, he is heading the Corporate Advisory, KPO and Valuation Division. He is having rich experience in execution of various M&A's, Valuation and Due Diligence assignments across diverse industries.

Prior to joining Kreo Capital, Ayush was a part of KPMG Assurance team, where he got significant hands on exposure in Audit, Assurance and Advisory based assignments across multiple sectors.

A professional headshot of a man with glasses, wearing a dark suit, white shirt, and dark tie. He is smiling at the camera.

Mr. Manindra Sharma, is a fellow member of the institute of Chartered Accountant of India and has more than 15 years of experience in the field of Corporate Finance (Debt Syndication & Structuring) in various professionally managed MNCs and Private Sector Conglomerates in India, Dubai & Singapore.

Prior to joining Kreo Capital, Mr. Manindra was based out of Singapore and has more than a decade experience in the field of international finance and was managing debt syndication and other treasury requirements of the Companies based out of Singapore, Hong Kong, Dubai and Malaysia. In addition to this countries, he has also working experience in countries like Nigeria, Philippines and Indonesia

**Manindra Sharma**  
Director – Corporate  
Finance

As a Partner with M/s. V K Surana & Co., a reputed firm of CA's based out of Nagpur, he was handling Mumbai Office and looking after the clients based out of Mumbai, having different verticals of business.

# Associate Concerns

## V.K.SURANA & COMPANY

It is one of the leading firms of Chartered Accountants in Central India, led by a team of 8 partners and staff of 120+. The firm is headquartered in Nagpur. The core area of practice of the firm is audit and it also offers specialized services in delivering high quality advisory services like Management Consultancy, Audit & Assurance, International Trade Law and Forensic Advisory.

## S. P. INVESTMENTS

SP Investments is one of the reputed Stocks & Shares Brokers in Central India. Primarily operating in secondary market, firm has NSE & BSE Terminal in association with Sharekhan.

## SWAP CONSULTANTS

Provides investment management consultancy services to various Provident Fund Trust, Superannuation Trusts, Charitable Trust, Co-operative Societies and Co-operative banks. SWAP is a distributor of bonds and non-convertible debentures.

# Key Select Clientele



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# Select Credentials

## ACTED AS SOLE LEAD MANAGERS OR ADVISORS FOR IPOs AND MIGRATION TO MAIN BOARD

**Ceinsys Tech Ltd., Nagpur**

INR 96 Million  
Oversubscribed by 1.8 times  
(Migrated to Main Board)

**Vibrant Global Capital Ltd., Mumbai**

INR 114.7 Million  
Oversubscribed by 1.1 times  
(Migrated to Main Board)

**Emkay Taps & Cutting Tools Ltd., Nagpur**

INR 155.50 Million  
Oversubscribed by 1.36 times

**SoftTech Engineers Ltd., Pune**

INR 228.1 Million  
Oversubscribed by 29.25 Times  
(Migrated to Main Board)

**Shradha Infraprojects (Nagpur) Ltd.,**

INR 189.28 Million  
Oversubscribed by 2.84 times

**Sarveshwar Foods Limited, J&K**

Migrated to Main Board

**3C IT Solutions & Telecoms (India) Limited, Pune**

INR 114 Million  
Oversubscribed 32.59 times

## ACTED AS FINANCIAL ADVISORS

**Tapadia Polyesters Pvt Ltd., Nagpur**

INR 225 Million Raised via Equity Capital

**Acquapharm Chemicals Pvt Ltd., Pune**

Advised in a INR 300 Million overseas buyout transaction

**Valpack Solution Pvt Ltd., Mumbai**

Assisted in a INR 500 Million overseas buyout transaction

**Shah Nanji Nagsi Exports Pvt Ltd**

Advised a buyout (amount undisclosed)

**Confidence Petroleum India Limited**

Advised in Overseas Private Placement

**Futura Techdynamics Private Limited**

Advised for a Joint venture for an undisclosed amount

**Apple Chemie India Pvt. Ltd.**

Advised in a buyout by Indigo Paints Limited

# KREO CAPITAL PRIVATE LIMITED

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