



CORPORATE STRATEGIC ALLIANZ LTD.

Category I Merchant Banker



INCEPTION AND IDEA OF CSAL

Money never starts an idea; it is the idea that attracts the money. And CSAL, helps you to develop the idea, nurtures that and helps you in converting the idea into reality by way of our prudence in finance.

Corporate Strategic Allianz Limited (CSAL) was established in 2006. CSAL is registered as Category I Merchant Banker with SEBI and since then has been actively engaged as a Merchant Banker. CSAL, firmly believes in establishing high performance standards and subject it to continuous refinement which can be measured in terms of client satisfaction. CSAL, backed by experienced & skilled professionals are providing comprehensive Merchant Banking services which include Management of Public/Right Issue, Takeover/Buyback offer, Delisting of securities, Debt syndication, Private Treaty etc. It also offers valuable advisory services in the field of placement of Equity/Debt and other ancillary services.





PROCESS OF FUND RAISING

Negotiation & Closure

[6]

- ✓ Co-ordinate final due diligence Negotiate best agreements.
- ✓ Supervise /Administer lawyers, accountants and other professionals Remain actively involved until the transaction is closed.

Maximum Benefit

[5]

- ✓ Maintain Client
- ✓ Discuss indications of interest and term sheets Fund selection motivated by desire to capture full value

Present

[4]

- ✓ Commence in-depth discussions with identified funds/ investors
- ✓ Customize approach to the requirements of each fund/investor.
- ✓ Oversee management presentations.
- ✓ Facilitate management of data room.

Position

[3]

- ✓ Define Value Drivers
- ✓ Scrutinize prospective Funds/Investors
- ✓ Study Legal,Tax & structuring issues

Prepare

[2]

- ✓ Analyze Industry
- ✓ Comprehend Business
- ✓ Identification of the key growth factors

Required Step

[1]

- ✓ Appoint Merchant Banker

Investment Banking

- ✓ Private Equity and Venture Capital Funding
- ✓ Corporate Advisory and Restructuring
- ✓ IPO, Rights and Preferential Issues
- ✓ Mergers and Acquisitions
- ✓ Structure Finance
- ✓ Debt Syndication
- ✓ GDR/ADR/FCCB
- ✓ QIP

Securities/Institutional Dealings

- ✓ Equity, Debt and Derivatives
- ✓ Sourcing & Placement of Large Blocks of Securities
- ✓ Equity Research
- ✓ Buyback, Takeover and Delisting

Financial Innovation

- ✓ Esops
- ✓ Valuation of Companies, Business and Brands.
- ✓ Assets Reconstruction
- ✓ Corporate Governance
- ✓ Project Appraisal



Client Approach

	Define	Identify	Approach	Evaluate and Negotiate	Closure
CLIENTS	<ul style="list-style-type: none"> • Define strategic objectives • Define fund raising criteria 	<ul style="list-style-type: none"> • Refine fund raising criteria 	<ul style="list-style-type: none"> • Review and select top prospects 	<ul style="list-style-type: none"> • Review valuation and terms 	<ul style="list-style-type: none"> • Prepare for transaction closure
CSAL	<ul style="list-style-type: none"> • Understand company needs • Identify market realities • Review fund raising criteria 	<ul style="list-style-type: none"> • Establish valuation drivers • Take bottoms up approach • Review and preselect potential funds/investors 	<ul style="list-style-type: none"> • Use relationships to access the optimal funds/investors • Highlight the investment opportunity in the company to the fund/investor 	<ul style="list-style-type: none"> • Manage several funds/investors through until close • Evaluate deal fundamentals of each offer • Compare alternate offers • Identify the best offer 	<ul style="list-style-type: none"> • Negotiate with a full understanding of market realities • Understand applicable legal and accounting policies



Team/ Management

Management : Dynamic and Visionary Board of Directors, having over 100 years of combined experience in Capital Markets, Accounting, Auditing, Legal & Secretarial and Merchant Banking spheres.

Name	Expertise	Qualification
Mr. Devendra Shah Managing Director	<ul style="list-style-type: none"> 24 years expertise in Capital Market & Secretarial Work Also having rich knowledge of legal Administration and finance etc. 	B.com, LLB, LLM, FCS
Mr. Mayur Parikh Director	<ul style="list-style-type: none"> Audit Practice for the organizations having turnover of US \$40 million Handled Public Issue of more than 10 companies 	CA, LLB, CS (inter)
Mr. Ravi Kapoor Director	<ul style="list-style-type: none"> Handled Public, Right, Bonus, & Preferential Issues of Companies, Mergers & Amalgamation Preparation, execution and registration of Debenture trust deeds with (FCI, Bank of India & UTI) as debenture trustee Numerous projects financed through State Level Financial Institution 	FCS, LLB, CAIIB, AMIMA PGDIPR
Mr. Chetan Sharma Asst. Vice President	<ul style="list-style-type: none"> Rich Experience of 2 years in capital market and Secretarial & Legal Work 	ACS, LLB



Why CSAL??

- Thorough understanding of the intricacies of the Capital Markets
- High performance standards subject to continuous refinement which can be measured in terms of client satisfaction
- Team of experienced & skilled professionals providing Merchant Banking and Corporate Advisory

ASSIGNMENTS :

I P O :

- Timbor Home Limited
- Rushil Decor Limited
- Indo Thai Securities Ltd
- Madhya Bharat Agro Products Ltd

F P O :

- Mukesh Udyog Ltd





Category I Merchant Banker

CORPORATE STRATEGIC ALLIANZ LTD.

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