

## VCCircle Consumer Investment Summit 2013

17th April 2013

- 08:30am - 09:35am | **Tea & Registration**
- 09:35am - 09:45am | **Introduction Note**  
**Sahad P.V.** - *Founder & Editor, TheVCCircle Network*
- 09:45am - 10:45am | **Panel I: Made In India: Home Grown Brands Winning India's Consumption Story**  
How are home grown local consumer brands competing with large MNCs? Which are some of the sub-segments that have created these large local brands - a look at condiments, personal care, consumer durables among others. Which are the key sectoral sub-sectors driving entrepreneurship in India? How are top MNCs reacting?  
**Dinesh Chhabra** - *CEO, Usha International*  
**Rajiv Mehta** - *MD, PUMA South Asia*  
**Harish Bijoor** - *Brand-strategy specialist & CEO, Harish Bijoor Consults Inc*  
**Nikhil Raghavan** - *Principal, Bain Capital (Moderator)*
- 10:45am - 11:15am | **Fireside Chat: Reinventing Consumer Products & Its Delivery In India**  
**Avani Saglani Davda** - *CEO, Tata Starbucks Ltd*  
**Shrija Agrawal** - *Associate Editor, VCCircle (Interviewer)*
- 11:15am - 11:45am | **Tea & Networking**
- 11:45am - 12:30pm | **Panel II: Mergers & Acquisitions For India's Consumer Businesses**  
What are the opportunities for M&A in Indian consumer businesses? Will restructuring, cost synergies, accelerating revenue stories drive consumer M&A deals ahead? Is unlocking M&A a right approach to sharpen business strategy? Deal or no deal. Will FDI in retail scale Indian M&A, buyout activities in consumer segment? Ways to tackle top challenges faced by entrepreneurs chasing M&A.

**Shomik Mukherjee** - Partner, Consumer, Actis  
**Sandeep Ahuja** - MD, VLCC Health Care Ltd  
**Vishal Gandhi** - Founder, Gandhi & Associates  
**Ritesh Chandra** - Executive Director & Head, Consumer Group, Avendus Capital (Moderator)

12:30pm - 01:00pm

**Session: Value Creation and Consumer Insights- Some perspectives**  
**Shrenik M Khasgiwala** - Director, Brand Capital

01:00pm - 02:15pm

**Lunch & Networking**

02:15pm - 03:00pm

**Sector Focus: Food, Dairy & Restaurants**  
What makes food businesses so attractive in India? What are the unique characteristics of the best scalable models? What are the challenges and opportunities in each of these food business segments?  
**K.S. Narayanan** - CEO, Pan India Food Solutions Pvt Ltd  
**Tejpavan Singh Gandhok** - CEO, Om Pizza & Eats  
**Kannan Sitaram** - Operating Partner, India Equity Partners  
**Rakesh Sony** - Director, Motilal Oswal Private Equity  
**Deepak Shahdadpuri** - Founder & MD, BCP Advisors (Moderator)

03:00pm - 03:45pm

**Panel III: Private Equity For Consumer Businesses**  
Which are the consumer segments attractive for private equity investments? What are the key ingredients private equity investors look for in a company before they invest?  
**VT Bharadwaj** - MD, Sequoia Capital India  
**Vijay Nair** - CEO, OML Entertainment Private Limited  
**Udai Dhawan** - MD, Standard Chartered Private Equity  
**Sanjay Gujral** - Regional Managing Director, L Capital Asia (Moderator)

03:45pm - 04:00pm

**Tea & Networking**

04:00pm - 04:45pm | **Panel IV: What It Takes To Build A Consumer Brand In India**

How are brands taking over the rein from the Indian unorganized, unbranded product market? What does it take to build a brand in India? Apart from differentiation & positioning, what other marketing skills are required to highlight a product? How vital it is to give consumer a sense of 'Value'?

**Prakash Iyer** - *Managing Director, Kimberly-Clark Lever*

**Arshad Siddiqui** - *CEO & President-Rasna Beverage*

*Divisions, Rasna Pvt. Ltd*

**Subrata Dutta** - *Ex-MD, Samsonite-South Asia*

**Raman Ahuja** - *Senior Advisor, Resurgent India Limited*  
(Moderator)

04:45pm - 04:55pm | **Concluding Remarks**

5:00pm - Onwards | **VCCircle Unwind**

Continue the energy and networking of the day with more social time with top entrepreneurs and investors with cocktails.



## SPEAKERS



### ARSHAD SIDDIQI

*CEO & President-Rasna Beverage Divisions, Rasna Pvt. Ltd*

Mr. Siddiqi is a Post Graduate Diploma in Business Management from Institute of Management & Technology, Ghaziabad and a Commerce graduate from Jamia Milia Islamia University. He has an experience of over 16 years in the areas of Marketing, Sales & Distribution, Strategic Planning and Business Development. Before taking as President & CEO he served as Director Sale and Market for SRL limited after his assignment as Chief Marketing Officer with Hamdard Laboratories, New Delhi. In Hamdard, he has been widely credited for restructuring sales & distribution channel & rejuvenating Hamdard's brands like RoohAfza, Safi, Chinkara which led to a double digit growth in the top and bottom lines for the company.

Mr. Siddiqi has also been associated with some of the leading Fast Moving Consumer Goods and healthcare players like Balasara, Smithkline Beecham, Amway, Dr. Morpen Limited and ITC in various capacities.



### AVANI SAGLANI DAVDA

*CEO, Tata Starbucks Ltd*

Avani Saglani Davda is the Chief Executive Officer of Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company and Tata Global Beverages Limited. In this role, Avani will provide overall strategic direction and leadership to the joint venture in India.

Avani, who has worked for the Tata companies for more than ten years, joined the Tata Group as a TAS (Tata Administrative Service) probationer in 2002. Most recently, she worked in the Vice Chairman's office for Tata Global Beverages. She also played a pivotal role in the development of the joint venture relationship between the two companies in preparation for entry into the India market.

Avani holds a Masters degree in Management Studies from NMIMS, University of Mumbai and Bachelor degree in Commerce with Honors in Advertising & Media from H.R. College, University of Mumbai.



### DEEPAK SHAHDADPURI

*Founder & MD, BCP Advisors Private Limited*

Deepak I. Shahdarpuri is the Founder and Managing Director of BCP Advisors, advisors to the Beacon India Private Equity Fund (\$320M under management including co-investment pool). Prior to that he was Managing Director at private equity fund GEM India Advisors, and worked with Reuters Venture Capital and Bain & Company. Deepak is a FCA (ICAEW) and qualified as a UK Chartered Accountant with Ernst & Young. Deepak currently serves on the board of Baker's Circle, Bhayana Builders, Impresario, Indostar Capital Finance, Sula Wines, Saffronart, Vatika and Trak. Deepak also serves on the Advisory Board of Dawn Capital, a UK focused VC Fund. Deepak has an MBA with distinction from INSEAD (Dean's List) and an LLB (Hons) from King's College London.



### DINESH CHHABRA

*CEO, Usha International*

Dinesh Chhabra has over 27 years of work experience and has been associated with USHA International from last 4 years.

Dinesh joined USHA in 2009 as Executive director and Group Chief Financial Officer. In a year's time by June'10 Dinesh was appointed the CEO, USHA International. In his current role he has the end-to-end responsibility of leading USHA International to drive growth and business synergies in different product categories offered by USHA.

Prior to joining USHA, Dinesh worked with Force Motors as Board member and Group Chief Financial Officer. He has spent most of his life in Automotive sector in organizations like Eicher and Delphi and has managed a range of key portfolios, ranging from Sales & Marketing to General Management functions. Dinesh has been associated with Force motors, Caparo India, Thirdwave solutions, Delphi Automotive Systems, Eicher and Danfoss

Dinesh holds a Bachelor's degree in Commerce (Hons) from Delhi University and is a fellow member of Institute of Chartered accountant of India.



### **HARISH BIJOOR**

*Brand-strategy specialist & CEO, Harish Bijoor Consults Inc*

Harish Bijoor is a Brand thinker and practitioner operating out of Bangalore. He runs a unique boutique consulting outfit branded "Harish Bijoor Consults", a brand name that has a consulting presence across the markets of Hong Kong, Seattle, London and the Indian sub-continent. Harish has spent his career across the aggressive realms of FMCG, Telecom and Consumer Durables.

Harish has recently published a book titled, "Marketing Trends – Smart Insights into the world of Indian Business" ..... a serious book written in a style that is distinctly young and MTV-ish! He is currently involved in his second book on core-branding. The book is titled, "Brand Irrationals: a fundamental journey into brand-think"

Harish is actively involved in research relating to Rural Consumer Behaviour, Rural Retail Networks and Trade mechanisms at play. He has also published papers extensively on the subjects relating to Strategic Marketing, Branding, Consumer Behaviour, Retail networks, Rural marketing, Marketing research and Trend-analysis.



### **K. S. NARAYANAN**

*CEO, Pan India Foodsolutions Pvt Ltd*

K S Narayanan is the CEO at Pan India Foodsolutions Private Limited and in this capacity is playing a key role in shaping the long-term growth strategies for the company besides building the various Restaurant brands in India.

Narayanan brings with himself about 22 years of rich and varied experience in Business Responsibility, Strategic Planning, Sales & Marketing, Retail Network Development, Operations, Supply Chain and Exports. Prior to joining Pan India Foodsolutions, Narayanan has held key positions in India and Europe in reputed organizations like McCain Foods, Hindustan Unilever Limited and Asian Paints. Narayanan brings with him an intimate understanding of Supply Chain, B2B and B2C, Retail / Modern Trade, Customer and Business development and New Channel development.

Narayanan has graduated from IIT Madras and IIM Calcutta. He has a passion for food which is reflected in his writings on Convenience Foods in the various Hospitality Magazines and is well known amongst the Chef Community.



### **KANNAN SITARAM**

*Operating Partner, India Equity Partners*

Kannan Sitaram is Operating Partner at India Equity Partners, a New York based Private Equity firm, with over \$ 2 Billion of group assets under management. At IEP he leads the development of their consumer sector portfolio. For the prior four years, from 2006, he was Chief Operating Officer of the Rs. 2,500 crores Consumer Care Division of Dabur India.

Prior to Dabur, Mr. Sitaram was Vice President Strategy at Unilever's Global Headquarters in London and before that had a highly successful 9 year tenure at Hindustan Unilever (HUL), including as Head of Marketing for the Beverages division and National Head of Sales for Detergents and Personal Products. Mr. Sitaram had moved to HUL from Pond's India Limited, part of Chesebrough Pond's Inc where he spent the first 12 years of his career.

Mr. Sitaram holds a Bachelors degree in Technology from the Indian Institute of Technology, Madras and earned his Management degree from the Indian Institute of Management, Ahmedabad.



### **NIKHIL RAGHAVAN**

*Principal, Bain Capital*

Nikhil has been with Bain Capital in Mumbai since 2008 when the India office opened.

Nikhil focuses on Bain's investing activities across Consumer/Retail, Healthcare services and Tech/ Media/ Telecom and has been involved in a number of Bain's investments across these sectors. Nikhil is also part of the leadership for Bain's investing activities across Southeast Asia.

Prior to joining Bain Capital, Nikhil was a management consultant in Delhi, New York and Paris, where he consulted in the consumer products/ retail, business services, and technology industries.





## **PRAKASH IYER**

*Managing Director, Kimberly-Clark Lever*

Leading one of the priority markets for Kimberly Clark Corporation (KCC). Prakash heads operations for the Indian subcontinent. Kimberly Clark Lever is a 50:50 joint venture between Kimberly Clark and Unilever's Indian subsidiary-Hindustan Unilever.

Prakash has played a significant role in applying Kimberly Clark Corporation's global expertise, technological know-how and deep local consumer understanding to Kimberly Clark Lever in India. Coupling KCC's technology edge and local consumer understanding, enabled Prakash and his team introduce the most iconic brands in India. He is an extremely active member of the FMCG industry and takes a keen interest in the development of the industry.

Under his leadership, Kimberly Clark-Lever has successfully launched various products innovated for the Indian consumers such as Breathable Diapers, Huggies Jeans Pants and the 'Clinically Proven to help prevent diaper rash' diapering range.

Prior to Kimberly Clark Prakash has spearheaded companies such as Future Group, Infomedia and PepsiCo.

Prakash is an MBA from IIM-A – India's premier B-School - and started his career with Unilever in India.



## **RAKESH SONY**

*Director, Motilal Oswal Private Equity*

Rakesh Sony joined MOPE in October 2008 and is actively involved in fund deployment and portfolio monitoring. With over 15 years of experience in Capital Markets and Private Equity, he has expertise in enabling closely held businesses evolve into the professionally run corporate organization. At MOPE, Rakesh is responsible for the entire life cycle of deal sourcing, investing, portfolio company monitoring and effectuating exits in the portfolio companies. He represents the Fund on the board of Parag Milk Foods, Mrs Bector Foods, Powermech, and Minda Industries.

Rakesh is a member of the Institute of Chartered Accountants of India and is a graduate of the prestigious St. Xavier's College, Kolkata.



### **RAJIV MEHTA**

*MD, PUMA South Asia*

A chemical engineer from ICT in Mumbai, Rajiv completed his MS at the University of Pennsylvania. He worked for three years at BOC in New Jersey where he was responsible for driving research, design and development, before the academic bug hit once more – resulting in an MBA from the prestigious INSEAD University in Singapore. Upon graduating, Rajiv was identified by the global SportLifestyle brand PUMA to head their Indian operations at the young age of 27.

With a singular vision to aesthetically blend sport, fashion and lifestyle, Rajiv is credited with the transformation of PUMA from being a new entrant to becoming the 2nd largest sports brand in India. He strategically spearheaded the marketing and distribution of PUMA in India with the establishment of the first retail store in Chennai in 2006. Under his stellar leadership, the company in India has grown to a 180 people strong team operating out of 4 offices and headquartered in Bangalore.

Rajiv has played a pivotal role in spreading the brand ethos of fun and joy. This is strongly reflected in the young and vibrant work culture at PUMA India wherein the ‘PUMA Way’ of doing things with a generous measure of cool quotient is the norm.



### **RITESH CHANDRA**

*Executive Director and Head, Consumer Group, Avendus Capital*

Ritesh heads the Consumer Group and is based out of New Delhi. He has more than 15 years of transaction experience in executing M&A, PE and structured financing transactions. Ritesh has extensive experience on transactions in consumer products, financial services and media. He worked with Credit Suisse prior to joining Avendus.

Ritesh holds an MBA from FMS, Delhi and a BE from the University of Delhi.



### **RAMAN AHUJA**

*Senior Advisor, Resurgent India Limited*

In a career spanning 22 years, Raman held leadership roles managing businesses, creating & executing business strategy and building successful start-ups in Agriculture, Food and Beverage, and has extensive experience in working with emerging modern Indian retail. After obtaining an MBA from University of South Carolina in the USA, he started his career in India with Unilever India, where he did several roles including leading the branded food exports business. Subsequently as a Business Head, he built the Fresh Produce business of Field Fresh Foods Pvt. Ltd – co-owned by Bharti Enterprises, Rothschild & Del Monte Pacific and was instrumental in helping build the fresh produce supply chain for Bharti Retail.

More recently, Raman was the CEO of the South Asia operations with one of the largest, privately owned Swiss companies -Firmenich, S.A., expanding the company's flavours business in the region.



### **SANJAY GUJRAL**

*Regional Managing Director, Singapore, L Capital Asia*

Sanjay Gujral is a part of the leadership team and responsible for risk management and investor relations at L Capital Asia, the Asian private equity business sponsored by LVMH SA, the French luxury conglomerate.

Mr Gujral possesses 18 years of experience in private equity, M&A and financial advisory. He joined L Capital Asia in April 2011 to lead the Firm's operations in India and moved to Singapore in July 2012 to take on his current regional role. Prior to L Capital Asia, Mr Gujral was an Executive Director at Everstone Capital. Before moving to the buy-side in 2006, Mr Gujral spent 11 years in corporate finance advisory with Arthur Andersen, Ernst & Young and Ambit Corporate Finance.

Mr Gujral holds a post-graduate diploma in management from the Indian Institute of Management Bangalore and is a commerce graduate from the Shri Ram College of Commerce, Delhi University.



### **SHRENIK M KHASGIWALA**

*Director, Brand Capital*

Shrenik is a commerce graduate from Sydenham College, Mumbai and a Chartered Accountant from Institute of Chartered Accountants of India. Thereafter, Shrenik completed his post-graduation in business management from IIM Bangalore. He is also a Certified Investment Manager from the Securities and Investment Institute, UK.

He joined Brand Capital from Enam Securities where he was Executive Director – Investment Banking. He also set up the first international office for Enam in the UK.

Shrenik has over 16 years of experience in the areas of financial audit, management consulting, as well as Investment banking and has worked for companies like Lodha & Co., Accenture and A.T. Kearney prior to joining Enam. He has worked on several advisory mandates and has advised several clients (including the Tata Group) in Investment Banking.



### **SANDEEP AHUJA**

*Managing Director, VLCC Health Care Ltd.*

Sandeep Ahuja is Managing Director with VLCC Health Care Ltd. Prior to his current assignment Sandeep was responsible for VLCC's foray in international markets, based out of Dubai and earlier led the Group's subsidiary that manufactures and markets personal care products.

Prior to joining VLCC, he was Director & CEO of Lexicon PR & Corporate Consultants Ltd., an affiliate of the Omnicom Group company, Fleishman-Hillard, Inc., one the world's largest communications consultancies.

A graduate in economics and a postgraduate in marketing & advertising, Sandeep started his career in advertising. Later, he settled down to a long and loaded stint at Escorts Limited, one of the largest engineering conglomerates in India, before taking up the challenge of establishing a full service communications consultancy from the ground up.

Sandeep is also the Chairman of the Wellness Committee as well as a member of the National Executive Committee of the Federation of Indian Chambers of Commerce & Industry (FICCI) for two years running now.



### SHOMIK MUKHERJEE

*Partner, Consumer, Actis*

Shomik joined Actis in 2007 and is a member of Actis's India team. He leads the Consumer sector team and is a member of the Value Creation team.

Prior to joining Actis, Shomik worked for McKinsey & Company in London where he advised companies on strategic and operational matters. He has also worked as a consultant with Accenture and as a Sales and Marketing Manager with Unilever in India. At Actis, Shomik is responsible for driving new investments in the consumer sector and managing investments in Super-Max, Sterling, Nilgiri's and Halonix. Shomik was the Investment Manager for Paras Pharmaceuticals and was responsible for the investment up to its successful exit in April 2011.

Shomik holds an MBA from the London Business School.



### TEJPAVAN SINGH GANDHOK

*CEO, Om Pizza & Eats*

Mr. Tejavan Singh Gandhok (Pavan) has an MBA from UCLA (Dean's list) and a BE Chem. Eng (Honours) from Univ. of Melbourne, as well as a qualification in journalism. He is co-founder of Litebite Foods chain of restaurants. He has over 18 yrs of international Senior Partner level experience in Country & Regional Head roles across Australia, US, South East & Middle East Asia with Strategy consulting & Private Equity firms such as Halycon, AT Kearney, Stern Stewart & co. and the Boston Consulting Group (BCG).

Mr. Tejavan also worked with Monsanto as Director - business development and growth strategy for Asia-Pacific, ICI Australia and the University of Melbourne. He is also a co-founder and Lead Director of Natures Bounty an alcoholic beverages marketing company; co-founder and managing trustee of Madadghar a charitable trust.

Currently Mr. Tejavan is the CEO of OM Pizzas & Eats India Pvt Ltd & Tex Mex Cusine India Pvt Ltd. OM Pizzas has the following brands under it ie Papa Johns & The Great Kabab Factory. Tex Mex has the following brand under it ie Chilis Grill & Bar.



### **VISHAL GANDHI**

*Founder, Gandhi & Associates*

Mr. Vishal Gandhi is a U.K. qualified lawyer, a Solicitor (Supreme Court of England & Wales) and an Advocate (Maharashtra & Goa). He is the founder of Gandhi & Associates (“G&A”) a leading Indian law firm focusing on cross-border corporate, securities, tax and intellectual property/information technology transactional work such as mergers and acquisitions, joint-ventures, venture capital and private equity transactions, tax structuring, franchising, technology licensing and collaborations, outsourcing, off-shoring etc.

Vishal has consistently been recognized as a leading business and tax lawyer by globally recognized independent publications such as Chambers & Partners & Asia Legal 500.

Some of Vishal’s clients are Cisco’s investment entity CSI BD, UIB Capital, DDJ Capital, Qualcomm, Versace, Fauchon, OSI Restaurant Partners, Avis Budget and US Polo Association.



### **VIJAY NAIR**

*CEO, OML Entertainment Private Limited*

Vijay Nair is the CEO of Only Much Louder. He embarked on his music career at an early age managing Indian acts. What started as a hobby became a business venture when he founded Only Much Louder, the first artist management company for indie bands in India.

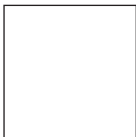
Vijay’s career started at the age of 15 when he started consulting Procter & Gamble on their Indian youth portal Masti.com. Subsequently, he worked with the Indian indie music zine Gigpad.com and got initiated into the music business. He dropped out from college at the age of 18 and started managing leading acts in the Indian independent scene, including Pentagram, Zero, PDV and AFS. In 2009, Vijay was the first Indian to win the prestigious British Council International Young Music Entrepreneur of the Year award. He has been identified by many publications including India Today, CNN and the National Knowledge Commission as one of the young Indian entrepreneurs to watch out for in the media and entertainment space.



**VT BHARADWAJ**

*MD, Sequoia Capital India*

VT is a Managing Director with Sequoia Capital. VT is focused on Consumer, Retail, and Healthcare sectors and has led investments in Genesis Colors, Vasana, Celon Labs, Lovable, Prataap Snacks and Ind-Barath. VT has worked closely with Paras and Lal Pathlabs and supported public market investments in Cognizant, Havells and InfoTech Enterprises. He is on the boards at Vasana, Prataap Snacks, Lovable, Celon Labs and Genesis Colors. Prior to joining Sequoia Capital, VT was with McKinsey & Company. VT received an MBA from the IIM Ahmedabad where he was awarded the Presidents Gold Medal and holds a BS in engineering from BITS Pilani.



**UDAI DHAWAN**

*MD, Standard Chartered Private Equity*



**SUBRATA DUTTA**

*Ex-MD, Samsonite-South Asia*





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Play a bigger game.

Businesses today exist in an age where the need for differentiation is critical. This signals the emergence of what we call the brand age wherein strongly differentiated brands will dictate the spending pattern of the discerning consumer. The business of Brand Capital is all about bringing together the virtues of "New Capital" and entrepreneurs' ability to grow their business through this capital in the intangible space.

Entrepreneurs are known to leverage both their tangible and intangible capital to fund their growth aspirations. While PE straddles the tangible capital space, Brand Capital straddles the intangible space. The success of an organization is contingent upon optimizing each of its asset class and this sweating of assets includes the Brand Asset as well. Hence for growth oriented enterprises, from the branding perspective, Brand Capital is the first point of leverage that enables entrepreneurs to reach out to multiple constituents including consumers.

Brand Capital provides funding to growth oriented enterprises for their long term brand building needs. It is an innovative offering from The Times Group, which has the strongest media platforms with national presence. The core offering goes beyond just vanilla advertising to structured client based solutions both financial as well as brand building, in line with the entrepreneur's business plans and growth trajectory.

In the 6 years since inception, the Brand Capital proposition has gone through constant innovation and evolution to keep up with emerging needs and a changing business environment. Our business has helped accelerate the growth of over 400 brands of business - houses and their corresponding enterprise value.

To know more, visit <http://brandcapital.co.in/>

### Brand Capital

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Avendus Capital is a leading financial services firm which provides customised solutions in the areas of financial advisory, equity capital markets, alternative asset management and wealth management. The firm relies on its extensive track record, in-depth domain understanding and knowledge of the economic and regulatory environment, to offer research based solutions to its clients that include institutional investors, corporations and high net worth individuals/families. In recent years, Avendus Capital has consistently been ranked among the leading corporate finance advisors in India and has emerged as the advisor of choice for cross-border M&A deals, having closed around 40 cross-border transactions in the past 5 years. Avendus Securities through its Institutional Equities practice is able to offer high quality research-driven advice to help its clients take investment decisions. Avendus PE Investment Advisors manages funds raised from its investors by investing in public markets, while Avendus Wealth Management caters to investment advisory and portfolio management needs of Family offices and Ultra High Networth Individuals / families, spanning all asset classes. Headquartered in Mumbai, the firm has offices in New Delhi and Bangalore.

Avendus Capital, Inc (US) and Avendus Capital (UK) Pvt. Ltd. located in New York and London respectively are wholly owned subsidiaries offering M&A and Private Equity syndication services to clients in the respective regions.

### **Avendus Capital Pvt Ltd**

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# BainCapital

Since its founding in 1984 in Boston, Bain Capital has grown and evolved into one of the leading global private equity and alternative asset management firms in the world with approximately \$70 billion in assets under management.

Bain Capital's primary objective is to grow and build great companies. We provide capital and experience to help companies in all phases of development achieve their full potential, and our track record has included many successful start-ups, turnarounds and carve-outs from larger corporate partners. Our strategy is based on five key elements: high quality people, vertical expertise, value-added support, global integration and aligned incentives.

Our companies have grown their revenues by more than \$105 billion globally since our investment. We help companies improve their competitive position by expanding into new products and markets, growing productivity and strengthening their organizations. Ultimately, we believe our growth-oriented model, results in stronger companies that employ the best people, are socially responsible, and deliver strong returns over the long-term.

Most of our team members have worked as strategic consultants advising a large number of companies across a wide range of industries. From this heritage, Bain Capital has built upon the experience and ability of its professionals to assess a company's potential, develop powerful strategies, and implement fundamental change in partnership with great management teams.

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Motilal Oswal Private Equity (“MOPE”) was founded in 2006 with a vision to become the most respected mid-market focused alternate asset manager in India. Right from inception, MOPE was visualized as an asset management platform for ENTREPRENEURS by ENTREPRENEURS. In line with this vision, MOPE has launched two funds over the last four years and has built a credible presence in Indian PE space. It has a strong management team, a well articulated investment strategy and an approach enriched with Indian sensibilities.

MOPE launched and raised its first sector agnostic fund of Rs 550 Cr in 2006-07. The investment strategy of the fund was to primarily provide growth capital to mid-market companies in India. The target of the Fund is to generate superior and consistent risk adjusted returns by investments in consumption led growth companies, infrastructure enablers, and skilled ancillary businesses. The Fund was fully deployed in 13 companies across 11 sectors. It is one of the few funds of 2007-08 vintage to have made successful exits and returned capital to investors. The Fund in the last 12 months has done 3 exits at a multiple of above 5x, at an aggregate level.

MOPE launched its second fund India Business Excellence II in 2011-12 with a target raise ~750Cr, and has already raised ~75% of its targeted fund size. The Fund has already made two investments.

**Motilal Oswal Private Equity Advisors Pvt Ltd**  
Motilal Oswal Towers, 10th Floor  
Junction of Gokhale Road & Sayani Road,  
Prabhadevi, Mumbai -400025

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### SEQUOIA CAPITAL

Sequoia Capital India currently manages funds capitalized at close to US \$1.8 billion and invests across venture, growth and late stage opportunities. It takes a long term view on investments and plays the role of an active, value added partner to entrepreneurs, business families and management teams. Over the last 10 years, Sequoia Capital India has invested in more than 55 Indian companies including Applabs, Café Coffee Day, Comviva (Bharti Telesoft), Dr Lal Pathlabs, Edelweiss, Firstsource, GVK Biosciences, Idea Cellular, Just Dial, Shaadi.com and SKS Microfinance. Sequoia Capital India operates out of offices in Bangalore, Mumbai and New Delhi.

Globally, Sequoia Capital has an unparalleled track record of partnering with entrepreneurs to create global market leaders. Sequoia Capital has been an early investor in companies such as Google, Cisco, Yahoo, YouTube, Oracle and Apple Computers. Sequoia Capital maintains dedicated teams in the US, China, India and Israel.

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Gandhi & Associates ("G&A") is an Indian law firm focusing on corporate, securities and intellectual property/information technology transactions. G&A has been founded by Mr. Vishal Gandhi a U.K. qualified lawyer, a Solicitor (England & Wales) and an Advocate (Maharashtra & Goa). Mr. Gandhi is recognized as one of the most highly-acclaimed legal experts in the Asia-Pacific region. G&A is ranked as one of the top law firms in India, in practice areas such as Mergers & Acquisitions, Venture Capital and Private Equity Fund Investments, Capital Markets, Technology Media & Entertainment, Intellectual Property and certain others.

G&A is committed to providing high-quality legal services to its clients.

G&A has a strong focus on transactions including those relating to acquisitions, joint-ventures, strategic alliances, venture capital and private equity investments, fund structuring and formations, franchising, intellectual property protection, enforcement and licensing. Most of the transactions undertaken by G&A are cross-border in nature.

G&A has been involved in some of the most complex private equity and venture capital transactions, fund formations and fund documentation (such as private placement memorandums), joint-ventures, mergers and acquisitions, demergers, asset purchases, slump sales, initial public offerings, overseas listings including listings on NASDAQ and the NYSE, acquisitions, outsourcing and off-shoring, software licensing, trademark licensing, franchising transactions, co-productions etc.

G&A regularly advises on corporate and securities laws applicable to acquisitions of Indian private and public companies (listed and unlisted), joint ventures, strategic alliances, venture capital and private equity investments.

Advice is also provided on structuring and formation of India dedicated funds out of Mauritius, Cyprus or Singapore, on India entry strategy, registration with the Securities & Exchange Board of India (equivalent to the Securities & Exchange Commission of the U.S.) as a Foreign Institutional Investor, Mutual Fund, Venture Fund etc.

### **Gandhi & Associates**

Ajay Sahawas, 'A' Wing, Nariman Road,  
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Tel: +91 22 2614 2237 / 2617 4011 / 2617 0721.  
Website: [www.gandhiassociates.com](http://www.gandhiassociates.com).

## SESSION PARTNER



Founded in 2004, Resurgent India provides comprehensive strategic & financial solutions to clients in an array of industry verticals including Consumer & Retail, Logistics, TMT, Infrastructure, Education, Healthcare, Manufacturing and Real Estate. The firm has deep expertise in a wide range of financial and strategic services, including M&A, spin-offs, cross border JVs, Private Equity & Venture Capital syndications, Debt syndications and QIPs.

Since its inception Resurgent has closed more than 120 transactions across various sectors. In FY'12 it successfully advised on transactions more than US\$500Mn. With offices in all major metros and associate offices in USA, EU and Israel the firm is continuously enhancing its capabilities to meet complex and global business needs of its clients. E.g. recently it formed an exclusive alliance with Marvin Traub Associates – a leading global brand development & consultancy firm in retail, to help develop multiple global retail franchisee in India.

### **Resurgent India Limited**

Gurgaon | Mumbai | Kolkata | Bengaluru  
903-904 | Tower-C | Unitech Business Zone | Nirvana Country | Sector-50 |  
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## PRODUCT DISPLAY PARTNER



IxCFO is outsourcing CFO (Chief Finance Officer/Finance Controller) services provider based on concept of sharing knowledge pool, skill and cost to SME & Mid-size corporates with unique proprietary engagement driven by hands on implementation approach.

Our competent CFO/Controllers manages multiple business owners under agreed CFO services mandate with high level of professional competency & standard.

We are serving business owners under different segments like family set-ups, technocrats/professionals, PE/VC funds portfolio Companies and mid-size corporates on traditional CFO role & specialised assignment with defined services vertical namely –Tx (Transaction Assurance Services), Fx ( Financial Health Management) and Ix ( Inorganic & Organic growth execution services).

Operating since Oct.2010, at present IxCFO has 25+ clients across sectors (Maufacturing/ Distribution/ Services sector) with 8 CFO level partners operating in major metro/tier-1 Cities in India by differentiating on the fact that all our passionate partners worked in industry across sectors & varied ownership pattern in past.

We also have extensive network of specialised advisors working under our guidance while providing CFO services and assist us in business & finance integration engagement per standard and customised solutions that defined quantifiable measurable matrix across our deliverables.

We stick to our logo of integrating best of management practices with excellence (Ix) and Integrity at its core.



## ONLINE MEDIA PARTNER



IndiaMART.com is India's largest online B2B marketplace connecting global buyers with suppliers through business directories, online product catalogs, buy-sell offers, industry specific marketplaces, print media and trade shows participation.

The company was founded in 1996 by Mr. Dinesh Agarwal (CEO) who saw the Internet as a business facilitator and not only a technology phenomenon. He was the brain behind bringing this technology to the shores of Indian Small and Medium Enterprises (SMEs) at the time when there were only 500 subscribers of the Internet.

Today, the company has a pan-India presence in over 100 cities. With over 2500 employees located across 55 offices in the country, IndiaMART.com offers an extensive range of value-added products and services to its 1 million registered members and nearly 5 million global buyers across various industries and verticals.

IndiaMART.com has won numerous awards over the years and has been widely covered by media such as CNBC, BBC, BusinessMoney, CNN, ET NOW, Zee Business, Businessworld, Economic Times, Financial Express, etc. for its pioneering role in promoting SME business in the country.

Its existing investors include Intel Capital and Bennett, Coleman & Co. Ltd., India's largest media conglomerate.

The company finds its business built on the key pillars of smart people and smart solutions for business promotion of its customers. It has developed an integrated solution delivery framework which incorporates B2B marketplaces, internet technology and industry knowledge.

Team IndiaMART.com is poised to maximize the value delivered to the Indian MSME sector through continuous innovation and learning.

## ONLINE MEDIA PARTNERS



SMEJOINUP.COM is India's first Network dedicated to Indian SMEs ( Small and Medium Enterprises) . SME JOINUP brings together business owners together on a common platform and offers unique offerings to them.

Money , being one of the core needs of a business - SME JOINUP through its initiative SMEGETMONEY.COM assists in making available various sources of finance to a business .

Assistance is provided in various types of debt funding , both secured and unsecured , Equity funding for any business cycle - seed stage ,early stage,growth stage.

With its strong background and network in the funding arena , no stone would be left unturned for helping out a business which needs finance.

Markets, being the blood of any business - SME JOINUP offers budget packages to a business to ensure they reach out to its target customer segment. Packages are available for social media , making business visible online , branding , email marketing , outsourced sales etc.

SME JOINUP also offers Annual Premium and Corporate Membership to companies wanting to be visible to SMEs through online and offline means. The membership offers online visibility , participation in events across India and helps the business to reach out to thousands of SME owners directly.

## TRADE BRIEFS

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The VCCircle Network, founded in 2005, is India's leading online financial media and data group. It's owned by Mosaic Media Ventures Pvt Ltd, and is headquartered in New Delhi with presence in Mumbai and Bangalore.

### **Content**

**VCCircle.com** is the most visited independent source of news, information and analysis for the Indian investment ecosystem. VCCircle is relied upon by an influential global community of deal makers, entrepreneurs and professionals for trusted content related to Indian investments, M&A, venture capital, private equity, investment banking, public equity, and emerging companies and sectors.

**Techcircle.in**, a news website launched in February 2011, is dedicated to covering the Indian technology startup ecosystem. Techcircle.in covers Indian tech startups, the people behind the companies, innovations, the products, strategies and the financing. It has emerged as a destination site for the tech startups, investors and executives in India.

### **Data**

**VCCEdge** is India's leading online research platform targeted at dealmakers. A fully hosted platform with a comprehensive database of VC/PE/M&A deals, IPOs, directories, private and public company information, financials, shareholding structures, professionals & key developments related to companies, VCCEdge has all of them in one place.

### **VCCircle Events**

For the last five years, the Network has conducted about 60 conferences which are editorial events with a strong focus on content, speakers and high quality delegates. We organise 16-18 conferences every year across industry verticals and have over a dozen annual properties now running in multi-year editions.

Over 12,000 delegates and 1200 speakers have attended the events since its inception in 2007.

### **VCCircle Training**

Since its launch in June 2011, the training division has organised about 20 training workshops in finance, legal and regulatory topics targeted at Indian corporate, financial and legal professionals.

About 750 participants have attended the workshops over last 18 months.

#### **Mosaic Media Ventures Pvt. Ltd.**

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## ABOUT VCCEDGE

# VCCedge

India's first integrated online research platform

VCCEdge (www.vccedge.com) is India's first and most comprehensive online deal platform that covers India's investment eco-system. VCCEdge offers information on M&A, private equity and venture capital transactions including transaction terms, structures, deal amounts and valuations. It also contains entity information on all companies involved in these transactions including target companies, investors and advisors. The hosted platform provides information on demand and helps reduce research time, allowing users to spend more time on analysis.

VCCEdge uses advanced web tools to provide information in an intuitive and user-friendly format. The platform also provides features like spreadsheet & pdf downloads to make life of a financial researcher easy. VCCEdge is supported by a team of highly skilled analysts and journalists who understand the information needs of clients. Users associated with private equity, venture capital, investment banking, corporate law, finance and consulting or anyone else with an interest in the Indian deal landscape will find VCCEdge as an indispensable resource.

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	A Shroff & Company Ltd.	

## ABOUT TECHCIRCLE

techcircle.in

Techcircle is a technology media property devoted to covering Indian tech startup scene. We offer cutting edge news, analysis and opinion on technology, the Internet, mobile and startup trends. We are dedicated to profiling startups, entrepreneurs, reviewing new Internet and mobile products, gadgets and breaking tech news. We combine both traditional journalistic reportage and blogging styles, and at the same time adhering to the high journalistic standards and ethics.

We are owned by Mosaic Media Ventures, the publishers of VCCircle.

For talking to journalists at Techcircle.in, write to [editorial@techcircle.in](mailto:editorial@techcircle.in) or call 0120-4171111

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