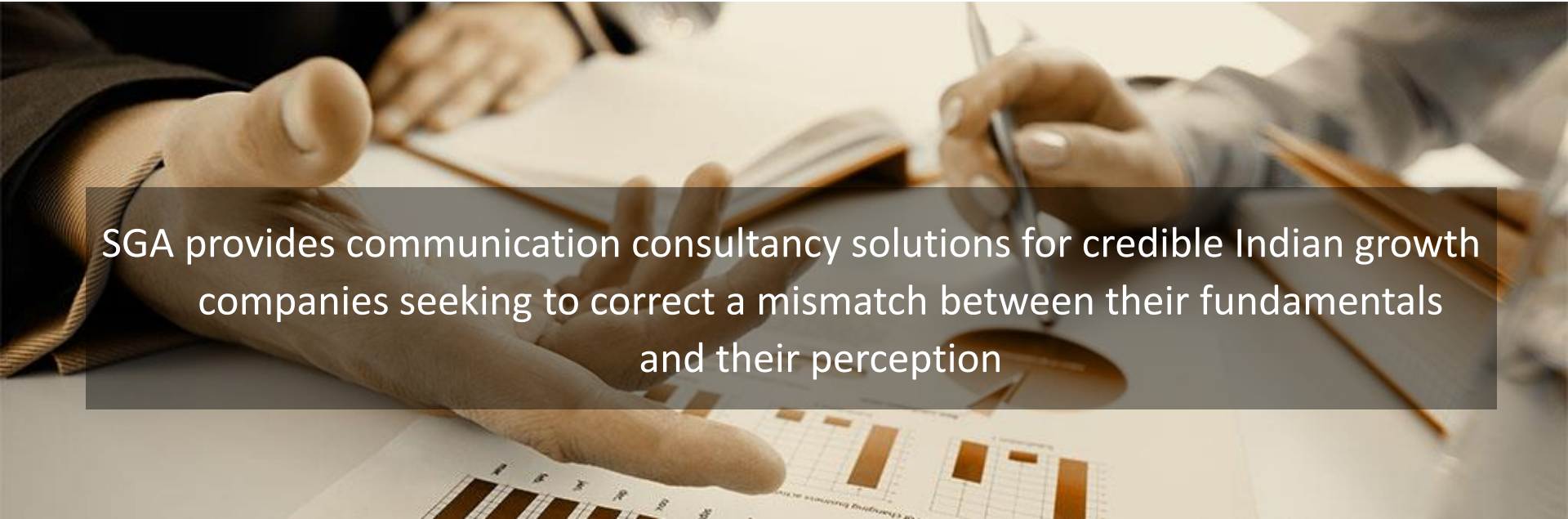




Corporate Presentation

Perception Transformation



SGA provides communication consultancy solutions for credible Indian growth companies seeking to correct a mismatch between their fundamentals and their perception

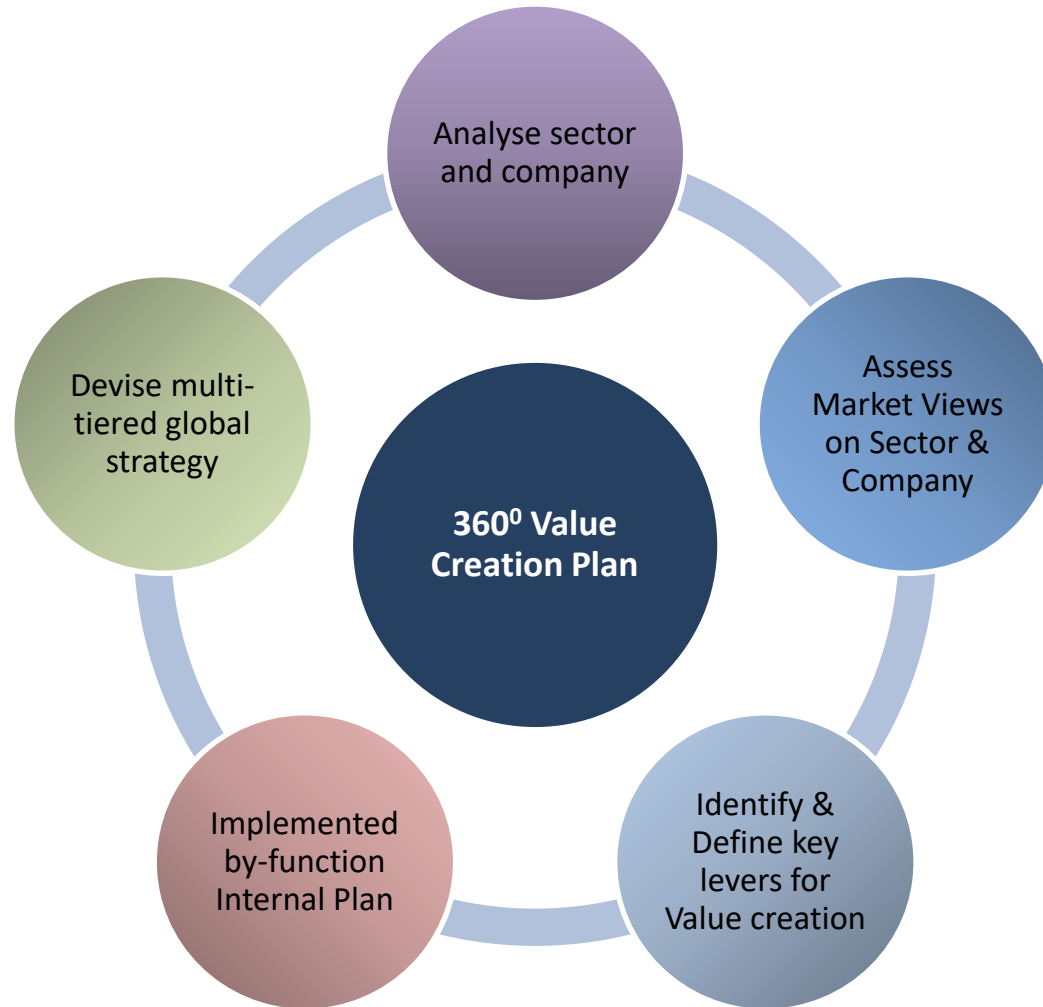
Over 115 Client Companies across all Business verticals
and
the total market capitalisation of clients under
IR Practice is USD ~25 billion

SGA awarded
“Top IR Agency for Best Investor Communication
Practice 2015”
by Poll of over 3,000 Investors and Analysts

Perception Transformation

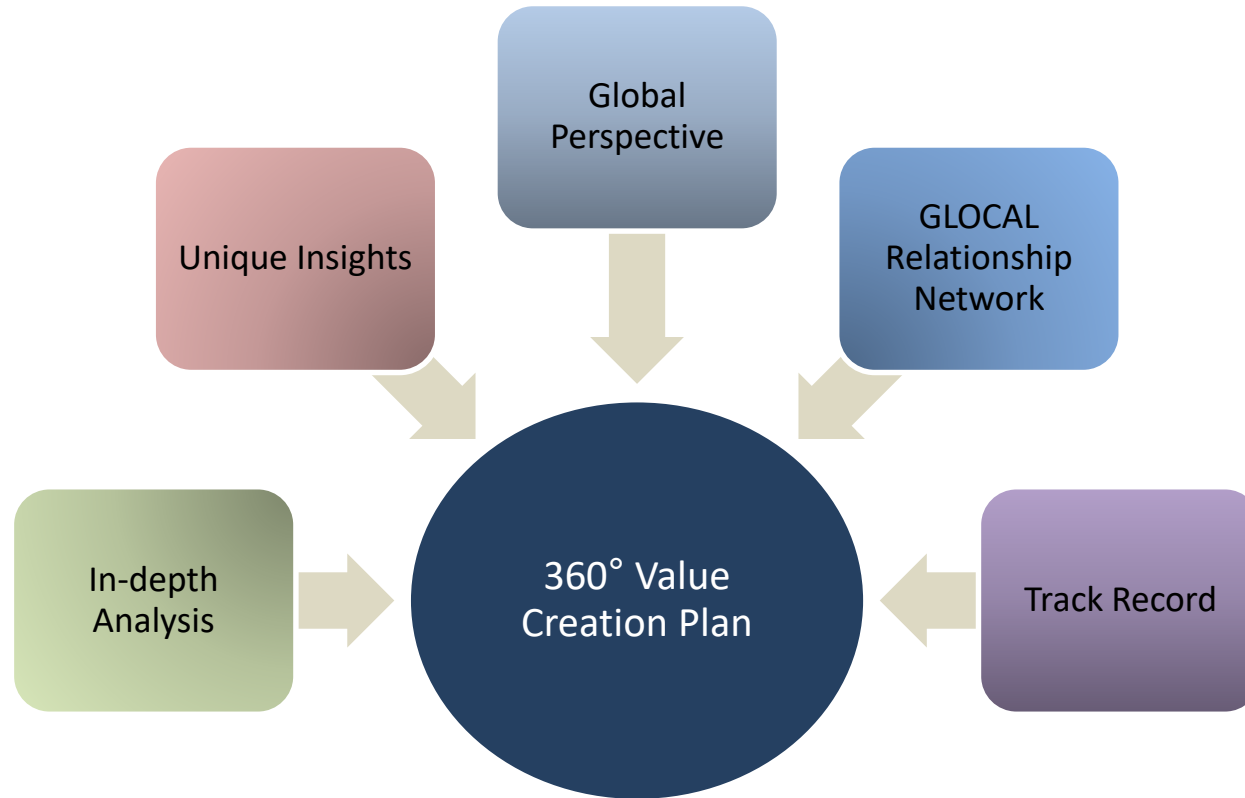
- We are a value-driven and values-led Investor communication consultancy
- The firm provides an effective complement of Investor Relations, Investor Communications through Annual Reports, Financial Public Relations, Strategic-cum-Corporate Financial Advisory as well as Potential Listing Services
- The firm is driven by a team of experienced professionals with proven credentials
- With a keen emphasis on relations, SGA aspires to become the most preferred partner for organisations looking to create sustainable value

Successful IR Approach



Perception Transformation

Our Core Capabilities



SGA's idea of forging relationships revolves around the idea of aligning of corporate goals to create long-term sustainable value

Perception Transformation

- Interfaces on behalf of clients helping liberate management time
- Available 24x7, making it possible for its Clients as well as Market Participants to solve issues in minutes, even with just a phone call
- Creates structured communication methodologies for its clients, resulting in coherence and consistency
- Helps in positioning a company distinctively in the minds of the investor community
- Keeps investors and analysts updated on quarterly corporate performances and provides explanations for deviations, if any

Makes SGA a **Trusted** consultancy and advisory **Partner**

1

Investor Relations

2

Investor Communications

3

Financial Public Relations

4

Strategic Advisory

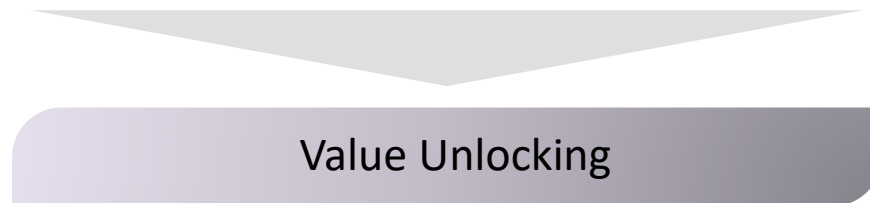
5

Potential Listing

6

Corporate Finance Advisory

- Building the “Investment Idea”
- Marketing idea through Research Coverage
- Investor Base Expansion
- Perception Management
- Communication & Messaging including PR strategy



Creative Solutions for:

- Annual Reports
- Brochures
- Presentations
- Branding
- Web and Digital Marketing



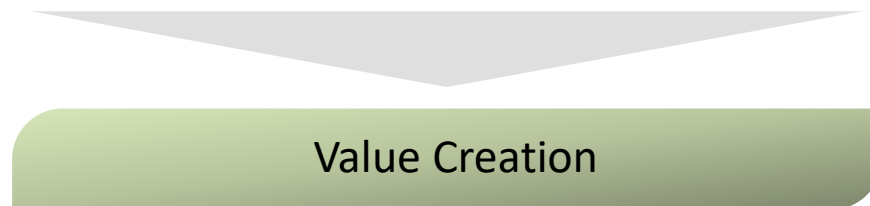
Sustained Communication

Perception Transformation


- Corporate Communications
- Crisis Management
- Activation & Experiential PR
- Event Management
- Media Management



- As-is of Company versus sector leaders
- Review of Business Plans
- Identification of key gaps and opportunities
- Conversion of goals in measurable objectives
- Formulation of strategic roadmaps



- Corporate strategy review
- 360 degree engagement on process
- Building the 'fact-book'
- Communication and positioning strategy
- Enterprise Valuation Analysis
- Making the company 'capital market ready'



Successful Listing - Value Unlocking


- Capital structure philosophy
- Raising Funds – Across the Globe
 - Debt Markets
 - Equity Markets
- Evaluating M&A / Investment Opportunities
 - Identify opportunities in Global and domestic market
 - In-depth analysis of synergies with target Company
 - Financing and closure



Value Enhancements

SGA **adsvita**
 Strategic Growth Advisors Advita Communique
 Investor Communications Powerhouse

Gets a Global Recognition for its ANNUAL REPORT PRACTICES AT THE LACP
 AWARDING EXCELLENCE IN COMMUNICATIONS




JUDGING RESULTS

FIRST IMPRESSION	REPORT COVER	LETTER TO SHAREHOLDERS	REPORT NARRATIVE
30 out of 30	10 out of 10	10 out of 10	10 out of 10
REPORT FINANCIALS	CREATIVITY	MESSAGE CLARITY	INFORMATION ACCESSIBILITY
10 out of 10	09 out of 10	10 out of 10	10 out of 10

TOTAL SCORE 99 out of 100



Our Client Himadri Specialty Chemicals Ltd – Annual Report 2016-17 has been ranked 22nd amongst the Top 100 Annual Reports and was conferred with a Platinum Award in its Core Industry Group

Awards & Accolades

Our Client Navin Fluorine International Ltd was awarded for *Best Stand – Out Investor Relations Practices* at IR Society Awards 2017, organized by Investor Relations Society of India in association with BSE, KPMG India and Bloomberg on June 02, 2017



Mr. Tushar Pradhan, CIO HSBC Asset Management, handed over the Award to Mr. Sitendu Nagchauduri, CFO Navin Fluorine International and Ms. Payal Dave, Group COO of SGA

Awarded as Top IR Agency for Best Investor Communication Practice 2015



Mr. Sudhir Arya, Executive Director (Finance) NTPC Limited and Mr. Sunil Kakar, CFO, IDFC Bank Limited handed over the Award to Mr. Samir Shah, Managing Director and Ms. Payal Dave, Group COO of SGA

**Our client, Va Tech Wabag was Winner of “Best Investor Communication Practice – Small Cap”
for the year 2013-14**



Mr. Samir Shah receiving the award from Mr. Anant Goenka, MD, Ceat Limited



Payal Dave
Group COO



Strategic Growth Advisors Private Limited

CIN No. U74140MH2010PTC204285

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