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INVESTOR RELATIONS CONSULTANCY



SGA Strategic Growth Advisors



OVER

10000

Years of Cumulative Experience

OVER

300

Clients

Investor Communication Powerhouse

IR

PR

B&D

CR

OVER

\$85+ BN

Total Market Capitalisation
of clients under IR practice

WE TRANSFORM PERCEPTION. WE CREATE VALUE.

Potential Listing Advisory

Scope of Services



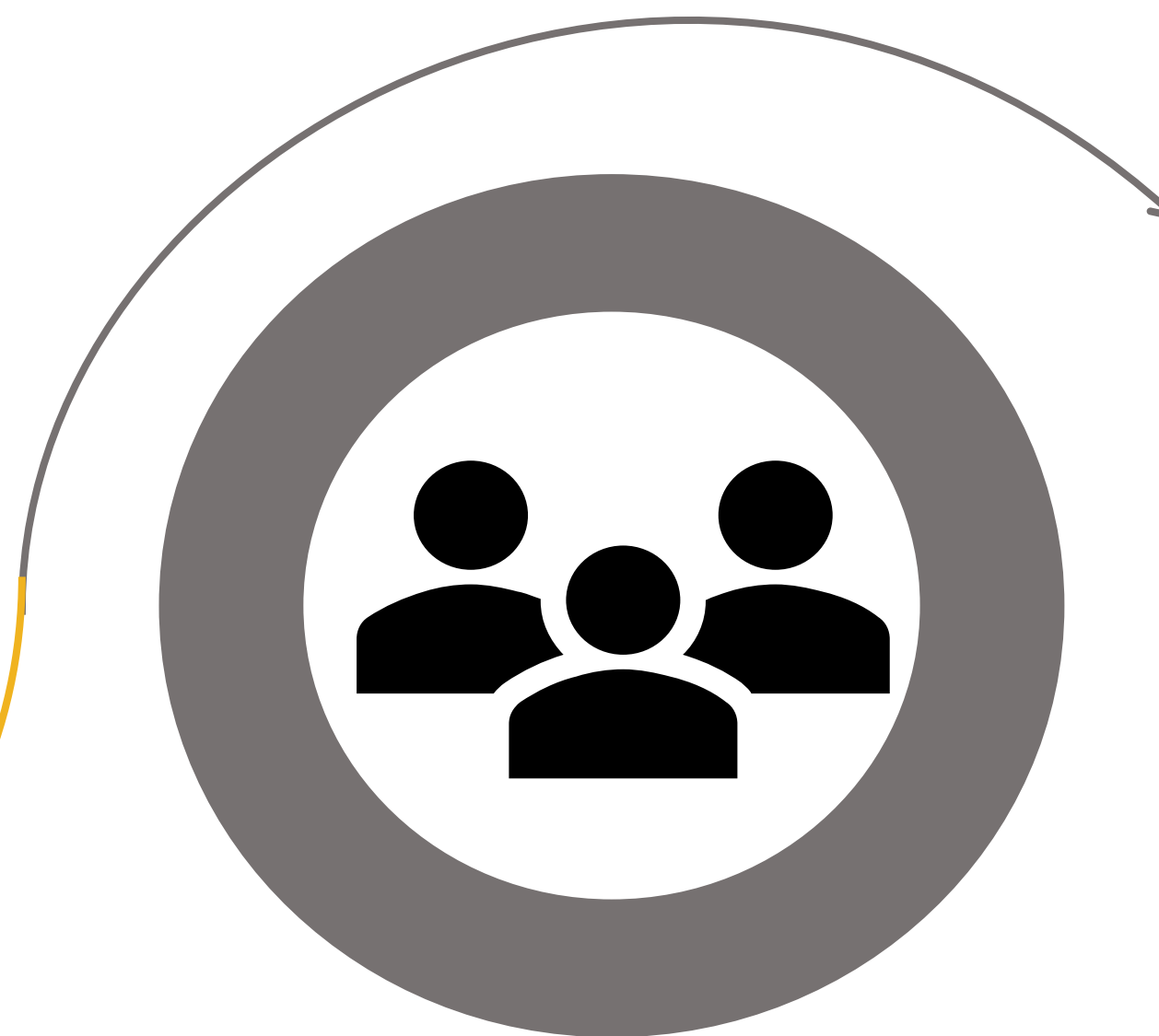
Pre-IPO Presentation

- *Understanding the Company, Peer Group*
- *Capital Structure & Corporate Governance*
- *Information Memorandum*
- *“Positioning” of the Company*
- *Public Relations Strategy*



IPO Process

- *Selection of Intermediaries*
- *Co-ordinating with Intermediaries for the Documentation, Review and Listing process*
- *Showcasing” the Company*



IPO Marketing

- *IPO Presentation*
- *Website with IR Section*
- *Public Communications Strategy*
- *Valuation Strategy*
- *Road Shows and Offer Marketing*

Scope of Services

Pre IPO Preparation



Pre IPO Preparation

- **Understanding the Industry and Business**
- **Capital Structure Strategy**
 - Approvals for Capital Raise [Sec 81 (1A)]
 - Use of proceeds (expansion, working capital, repay debt, acquisitions, general corporate purposes etc.)
 - Employee Stock Option Plan
 - Reservation Criteria
- **Corporate Governance Plan**
 - Composition of Board, Audit committee, Investors' grievances committee, etc
 - Code of Conduct that includes Code of Ethics
 - Insider Trading Policy
 - Disclosure Controls and Procedures
- **Peer Group Tracking**
 - Analysis of Peer Group
 - Our position in peer group
- **Public Relations Strategy**
 - Building storyline / visibility of the Company
 - Advertising strategy
 - Information dissemination of various events

Pre IPO Preparation

- **Preparation of Information Memorandum**

- **Business / Company Profile**

- History
- Products
- Market of each segment
- Capacity / Manufacturing Facility creation and location
- Expansion Plans
- Major Suppliers and Customers

- **Industry Overview**

- History
- Key demand drivers
- Major industry parameters
- Future outlook

- **Financial Model**

- Assumptions
- Five-year projections

- **Risks affecting the business**

- Internal & External risks

- **Management Profile**

- Background of the Promoters, their qualification and experience
- Board of Directors & Key Managerial Personnel
- Organization Structure

- **Management Discussion & Analysis**

- Summary of past financial results
- Analysis of reasons for the changes in significant items

- **Promoter and Promoter Group**

- Relatives and relationship
- Companies in which the Promoter Group is interested
- Shareholding pattern of the Promoter Group Companies
- 3 years financials of the Promoter Group Companies
- Contribution and lock in details

“Positioning” the Company for the IPO Deal

Scope of Services

IPO Process



IPO Process

- **Assist the Company in selection of Intermediaries**
 - Analysis of the Offering Strategy (Institutional/Retail)
 - Selection process of Investment Bankers / Lawyers
 - Negotiation of Fees
- **Co-ordinating with Intermediaries for the Documentation process**
 - Drafting of Prospectus
 - Due Diligence
 - Organizing Data Room
 - Historical Data review
 - Minutes of Meetings : Board / Shareholders
 - Accounting & Financial Issues
 - Historical revenue recognition policy
 - Management's Discussion and Analysis ("M, D&A")
 - Need for unaudited interim financial statements, if any
 - Comfort letter from auditors to underwriters
 - Management letters
- **SEBI review process**
 - Preparing responses to queries raised
- **Showcasing**
 - Organizing site visits for analysts, bankers and other intermediaries
 - Company coverage : Analyst reports

Timing the Deal Window

Scope of Services

IPO Marketing



IPO Marketing

- **IPO Presentation**
- **Website with IR Section**
- **Public Communications**
 - PR strategy for marketing the IPO
 - Press Conferences
 - News flow / Press Releases
- **Valuation Strategy**
 - Peer Group Analysis
 - Offering size
- **Road Shows and Offer Marketing**

Successful Listing –Value Unlocking

Contact Us



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