

Financial Strategies for Formation & Transformation



	IT, Engineering & Technology Services Outsourcing Clients-52 Sample-Mind Tree, Denave India
	Software/ SaaS/ Internet/ Cloud Clients-57 Sample-Success Factors, SVAPAS, UBQ, Jamcracker, Zoomin
	Engineering/ Manufacturing Clients-48 Sample-Addisons, Precot Meridian, Natural Textiles, Hycom
	Business Process Outsourcing Clients-21 Sample-e4e, MMC Infotech, Rural Shores, Gradatim
	Semiconductor Clients-11 Sample-Trident Microsystems, Net Logic, Saankhya Labs
	Clean Tech Clients-6 Sample-Sustain tech India, IT Power, HMX Sumaya
	Telecom / Mobile/ VAS Clients-13 Sample-Vucast media, Juniper Networks
	Hospitality/ Real Estate Clients-21 Sample-Value Design Build, Woodstock, Bison Wilderness Resorts
	Biotech/ Pharma/ Health care Clients-13 Sample-Semler, Wintac
	Legal / Funds/ Financial Services Clients-27 Sample-DLA Piper, New Ventures India, QVC, Azure Capital
	Others Clients-39 Sample-SDG International, Reverse Logistics, Tridha

Whether you're building a new business or transforming an existing business, you're taking decisions that determine the fortunes of stakeholders.

It is important that you make the right decisions as these will stay with you for sometime to come. And therefore it is important that you have at your disposal all the expertise, experience, connections and information to facilitate this process for you.

When you work with Dawn, you get multiple benefits

- Exceptional technical skills
- Deep industry knowledge
- Personalized attention and services

Dawn Consulting (www.dawnconsulting.com) provides financial strategy and implementation support to early stage and established enterprises – we facilitate *formation* and *transformation*. Our mission is a reflection of the common issues that face mature and established companies that need to restructure and those that are in the start up phase. These issues include determining business focus, choosing between alternate strategies, balancing of growth and profitability and cash flow support.

Dawn Consulting's services and level of involvement are tailored to suit the maturity of the enterprise. For running enterprises with a full fledged finance and legal team, Dawn provides strategic advice in the areas of corporate strategy and finance. For early stage companies, Dawn works with a network of service providers in areas such as legal, accounting, tax and audit to provide a broad based service.

Formed by a team that has deep and broad expertise in the areas of corporate finance and strategy, Dawn Consulting has a credible track record as a financial advisor, having serviced about 300 plus clients in both high tech and traditional industries. Dawn Consulting's engagements have resulted in significant benefits to its clients – 38 early stage companies have raised VC/private equity funding with assistance from Dawn. We have also played a key role in 45 M&A transactions.

Service	No. of assignments
Corporate Advisory	42
Funding Advisory	82
M&A Advisory	45
Start-up Advisory	38
Specialized Advisory	68
Total	275

(Excludes 33 assignments of Forex & Actuarial Advisory)

Our Services Portfolio

As an emerging company, your organization needs expertise in corporate finance and strategic planning. Dawn Consulting's Corporate Advisory Services enable your management and finance team to leverage our team's vast experience.

Our Corporate advisory service includes corporate structuring, financial strategies, valuations etc. We advise the company and management on their long-term agenda. We support them in planning, formulation of strategies, business research. Our service is focused on superior value creation for your company.

Corporate Advisory



Funding Advisory



As a company on a high growth trajectory, you may need to raise capital to fuel your growth plans. If you have a solid business, but are having trouble finding the right mix of financing or are over-burdened with debt, we can offer structured solutions for you.

By focusing on underlying customer needs and the fundamental economics of the business, we help companies rethink their strategic assumptions and optimize their financial leveraging. We structure optimum debt and equity mix for key growth or consolidation moves, make available additional resources to invest in building capacity, enter new markets and re-define product mix.

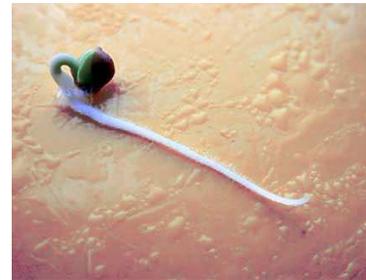
M&A Advisory



M&A transactions have shown significant upsurge in recent times as companies pursue inorganic strategies for growth. A large number of these transactions are cross-border. Dawn provides strategic advice in all stages of a consolidation transaction, including identification of counter-parties, due diligence, negotiations and structuring.

Start-up Advisory

India is the acknowledged global software and BPO hub and an emerging hub for manufacturing. Pure play start ups as well as overseas companies setting up operations dot the Indian landscape. We hand hold such companies through out the start up phase and manage the entire financial, legal and accounting requirements. We co-opt the services of legal and accounting firms and provide a seamless interface to the client.



Specialized Advisory



These cover a variety of "point" solutions such as valuation, business due diligence, Stock options structuring, and creating business plans. We also provide advice on India tax & regulatory issues to law firms worldwide.



Impressive track record

Dawn Consulting has an impeccable track record of executing around 300 plus financial advisory assignments for its various clients. A sample of some of our engagements

- Venture funding
- Advice on induction of JV partner
- Assistance in starting up India operations
- ESOP Advisory
- Valuation advice
- M&A advisory
- Drawing up business plan
- Due diligence services
- Company structuring
- Crisis management
- Project financing
- Innovative structuring of debt instruments

Why Dawn Consulting?

With our exceptional track record, high caliber team and personalized service model, we are the right partner both for young companies on a high growth trajectory as well as established companies that are on a journey of rediscovery.

Dawn is ideally positioned to share with its clients the best practices from both categories of experiences. Young Indian companies and overseas companies starting Indian operations require partner who understand them and who have the time for them. In Dawn, you have a partner who fits the bill. We have worked with over 100 such companies and contributed significantly to their businesses.

Our approach to client engagements is highly personalized. Our core team comes with high quality experience. We are able to quickly size up the client context and deliver results productively.

With business transcending national borders, Dawn's rich experience in cross border engagements comes in handy.

It is through this combination of commitment and expertise that Dawn has made a significant difference to its clients.

All this means one benefit to your organization – better ROI.



S.R. Gopalan, (Chartered Accountant & Cost Accountant) is an acknowledged expert in the areas of finance and corporate strategy. Gopalan's corporate career spans over 25 years in Finance and General Management. Prior to founding Dawn Consulting in 1999, Gopalan was President of Wipro Finance and a member of Wipro's Corporate Executive Council. He has also served as Vice President of Finance and Planning at Wipro Infotech and as Corporate Accounts and Planning Controller at Wipro's Corporate Office. Prior to that, Gopalan worked at Union Carbide in a variety of positions

His expertise areas include financial management and engineering, corporate planning, resourcing, corporate restructuring, legal and tax ecosystems.

G.Srinivasan, (MBA-IIMA) has over 25 years experience in Finance, Marketing and General Management across leading corporations. He advises clients in the areas of strategic finance, strategic planning advice for startups, Consulting, Venture Capital & Private Equity investments for corporates and Mergers & Acquisitions.

Prior to joining Dawn Consulting, Srinivasan has worked at Wipro Finance as Vice President, Marketing, SRF in various corporate functions and at Wimco and Pressmetal Corp.

Nagaraja Rao, (Chartered Accountant) has over two decades of experience in financial services, information technology and hospitality industries. Rao specializes in debt financing and has been instrumental in resource mobilization for a number of clients in Pharma, NBFC, Construction, manufacturing and service industries like hospitality, software and healthcare. He has helped craft efficient, effective and profitable delivery of financial solutions to clients. He also advises clients in the area of risk management.

Rao has worked in companies such as Citicorp Information Technology Limited, Wipro, and Batliboi & company.

Prakash Subramaniam, (MBA, CMA (USA)) has been with Dawn Consulting for over 6 years now. He has helped numerous early stage companies in developing their business plans. He is a key participant in the investment process and assignments involving valuations, structuring stock options, setting up India operations and business research.

Bharathy Jayaprakash, (Chartered Accountant & Cost Accountant) has over a decade's experience in Audit and advisory functions. Her area of expertise is equity research, particularly on Indian Markets. Her main activities include valuation of companies, facilitating debt and corporate restructuring. Prior to joining Dawn Consulting, Bharathy has worked with Deloitte Haskin & Sells, Amba Research (India) Private Limited, Audit office of New South Wales, Sydney, Australia.

Vilas Deshpande has over 30 years experience in Finance and Accounts with various organizations. He manages the Finance and Accounts function at Dawn Consulting.

Pushpanjali G Gurumath (CFA, MS (Finance)) recently joined Dawn Consulting. She is currently involved in business research. Prior to joining Dawn Consulting, she has worked with Indian Institute of Management, Bangalore, Cygnus Business Consulting & Research Pvt Ltd.



Dawn Consulting

GA Alsa Glenridge,

32, Langford Road,

Bangalore 560 025 India.

Phone : +91 (80) 4114 2626

Fax: +91 (80) 41142437

Email: info@dawnconsulting.com

www.dawnconsulting.com