

# Financial Strategies for Formation & Transformation



# Financial advisory services to clients across industries



Across  
Industries

- Financial strategy and implementation support to early stage and established enterprises in the formative and transformative phases.
- Solutions for the common issues facing mature & start up companies.
- Through business focus, choosing between alternate strategies, balancing of growth, profitability and cash flow management.
- Formed by a team that has deep and broad expertise in the areas of corporate finance and strategy.
- Credible track record as a strategic advisor, having serviced more than 400 clients in both high tech and traditional industries.

# Our Services Portfolio

- **Corporate Advisory:** Our Corporate advisory service includes corporate structuring, financial strategies. 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.
- **Tax and Regulatory Advisory:** Our Tax and Regulatory services include advise on Corporate tax, International taxation, Transfer pricing, India entry strategies, advise on corporate compliance and regulatory requirements, reviewing, critically assessing key business agreements from a business, tax and regulatory angle.



# Our Services Portfolio Contd..

- 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.
- 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.



# Our Services Portfolio Contd..

- **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 their regulatory and corporate compliance requirements till formation and capitalisation. We co-opt the services of company secretaries and accounting firms for the implementation part.



- **Special focus on Clean-Energy Projects:** We mentor, handhold and assist in raising finance for clean-energy projects as part of the program by Private Financing Advisory Network.



- **Specialized Advisory:** These cover a variety of “point” solutions such as valuation, business due diligence, Stock options structuring, and creating business plans.

# Track Record

Dawn Consulting has an impeccable track record of executing over 400 financial advisory assignments for its various clients. A sample of some of our engagements

- Company structuring and Capital structuring
- Tax, exchange control and Legal Advice
- Assistance in starting up India operations/structuring options
- Drawing up business plans
- Valuations
- Venture and PE funding
- M&A advisory
- Mentoring clean-energy start-ups
- Advice on induction of JV partner
- Stock Option Advisory
- Due diligence services
- Crisis management
- Project financing

# Why Dawn Consulting?



- With our exceptional track record, high calibre 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 a partner who understands the needs of such clients.
- Our approach to client engagements is highly personalized. We are able to quickly size up the client context and deliver results productively. Our solutions are always well researched, practical and tailored to an organisation's requirements.
- With business transcending national borders, Dawn's rich experience in cross border engagements comes in handy in making a difference to its clients.



# Team

- **Late S.R. Gopalan – Founder**, Dawn remembers the Late S R Gopalan, a Chartered Accountant & a Cost Accountant and an acknowledged expert in the areas of finance, tax and corporate strategy.
- **G.Srinivasan – Co Founder**, (MBA-IIMA) has over four decades of experience in Finance, Marketing and General Management across leading corporations prior to co-founding Dawn Consulting. His corporate career included Wimco, SRF and Wipro Finance.

Srinivasan advises clients in the areas of strategic finance, Mergers & Acquisitions, strategic planning advice for startups, Venture Capital & Private Equity investments.

Srinivasan is a partner in CDI Global, an Investment Banking Firm spread across 30+ countries. He co-founded Rural Shores Business Services- a rural BPO socio-economic enterprise. He is Secretary of IIMPACT – a NGO educating over 45,000 girl children in rural India. He also teaches in Management Institutes.



# Team Contd...

- **Prakash Subramaniam -Director** (MBA, CMA (USA)) has been with Dawn Consulting for 20 years. He is a key member in advisory engagements and assignments involving tax & regulatory, compliance, due diligence, valuations, business plans, structuring stock options, setting up India operations. He also advises clients in M&A process and funding assignments.
- Prakash has also been with Bizworth's ([www.bizworth.net](http://www.bizworth.net)) valuation practice since inception and has built significant experience in valuation of equities and financial instruments.
- **Praveen Chandra**, is a Chartered Accountant with more than 12 years' experience in Industry and Consulting. He is involved in valuation, due diligence, equity and debt syndication transactions. He also supports Climate Technology Initiative Private Financing Advisory Network (CTI PFAN) programs. Prior to joining Dawn Consulting he worked at GMR Infrastructure Limited.
- **Anitha Harish** is a finance professional supporting the team in various functions, valuations and also manages the accounting for the group.

# Partners

- Bizworth India Private Limited is a next generation consulting company specializing in Intellectual Capital mapping and evaluation services.

As our alliance partner, Bizworth offers our clients services in the areas of valuation of intangible assets, enterprise valuation, purchase price allocation, stock options valuation etc to support corporate transactions such as investments, M&A and for tax and regulatory purposes.

- Support Ecosystem: We co-opt the services of company secretaries, legal firms, experts and accounting firms for specialised areas and the implementation part where required.

# Our clients say it all

- “I really appreciate all your help and participation in deployment of our Bangalore branch. I believe that what we found in Dawn Consulting is more than a consultant, we found a friend”
- “Thanks for your good work. You do better legal work than any India law firm I have seen.”
- “You are the best....  
My sincerest appreciation”
- “ A Million Thanks for saving me from committing HAKIRI!!”
- “Your speed is amazing”
- “Your Indian advisor is top notch-please extend my personal thanks to him for clearing up an unnecessarily confused situation”
- I want to thank you and your team for the exceptional efforts taken to deliver a quality product for ..... We will be glad to work with your firm on our future needs.
- I place on record once again our collective sincere appreciation of the efficient transition you are helping for.....effect.
- .... great. ...excellent knowledge about many aspects of doing business in India and great network within India. Very very responsive, very bright and also very reasonable in terms of fee.

For further information, please contact

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