



Trusted Corporate Finance Advisory Services

# | What do we do

- We are a corporate finance firm set up in 2014
- Key service offerings include M&A Advisory, Capital Raise, Transaction Advisory and Corporate Finance Advisory
- We work patiently with small and mid market corporate in taking them to the next level creating and unlocking value for all stakeholders; Strong deal structuring expertise
- In-depth knowledge of the markets and industries we operate in
- We work very closely with clients, becoming an integral part of their teams
- We take only a few assignments at any time and so clients have a lot of our direct time and involvement
- Strong ecosystem of experts who can be pulled in as and when required
- Demonstrated track record of successful deal closures

# What differentiates us

- Ability to identify and solve problems and offer solutions; generate innovative ideas to achieve end objectives
- Led by seasoned professionals from Investment Banking and Consulting background
- We provide timely, accurate, and well thought out business solutions after insightful analysis and research
- Detailed research is our foundation. We tell you what others don't. We coach you on business culture and what is acceptable and what is not
- Completely trusted service; No conflicts of interest; Uphold highest standards of ethics
- Build long term relationships; We are in for the long haul
- Responsible and independent advise; Entrepreneurial mindset
- Enjoy our work

# Key Services

## Equity Capital Raise



Project-Handle  
Equity Capital  
Raise

Preparation of  
collaterals – IM,  
Financial Model



Negotiating Term  
Sheet, legal  
documentation



Access to PE/VC  
funds



Hand-holding  
through the Due  
Diligence process



## Financial Model



Help in identifying cash deficit



Based on the vision and plans of the  
top management



For a period of 3-years or 5-years



Also use as benchmark to track  
progress



## M&A Advisory Services



Buy Side Advisory

Acquisitions  
& JVs

Post Deal Advice

Sell Side Advisory

Strategy Formulation → Identification → Valuation

Post Merger Integration ← Due Diligence ← Negotiation Strategy

Board Level Advise

## Market Entry Strategy



We help evaluate available entry  
opportunities (Targets, Joint Venture  
partners), deal negotiation,  
structuring, due diligence and deal  
closure in South and South East  
Asian markets

Detailed market  
studies



Assistance in  
creating Business  
Alliances

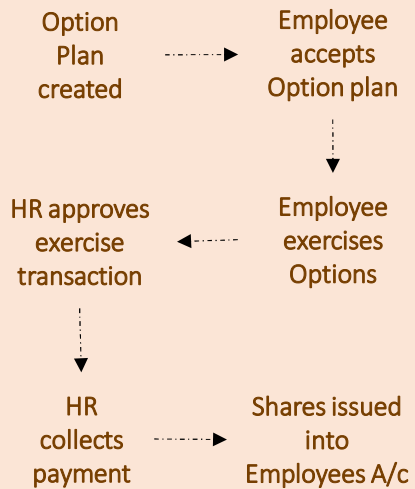


Representation  
Services



# Key Services

## ESOP Drafting



RETAIN SENIOR/KEY EMPLOYEES



## Market Research



Research about Market size, customers, vendors, competitors, Tech etc.



Primary Research

Secondary Research



## Identifying JV/Tech Partners



Acquisition of tech/Acquire of tech team



Identification of CTO and team



Identification of Tech Partner



## Valuation



Valuation under Companies Act



Valuation under Income tax



Valuation under FEMA



# Select sectors we work in



# Founding Partner

## Rohit Bhargava

Rohit is a Chartered Accountant from the Institute of Chartered Accountants of India, an Associate of the Institute of Company Secretaries of India and Institute of Cost and Management Accountants of India

Rohit has over twenty years of experience in Investment Banking, first with AO Capital Partners and then with Axis Bank in Mumbai and Singapore and last with Tethys Ventures in Singapore. Rohit has lead transactions in Private Equity fund raising, Structured Debt issuances, Buy side and Sell side Mergers and Acquisitions advisory, Pre IPO placement, Market Entry Strategy Consulting and other Corporate Finance Advisory.

Prior to setting up Sparrow Advisory, Rohit was based in Singapore and focused on South East Asian markets.

Rohit is also a registered Valuer in India

Rohit volunteers with Art of Living and is an avid lawn tennis fan.

Rohit is based in Gurgaon, Delhi NCR, India.



# Key Team

The team consists of full time professionals and Advisors with long standing experience and relationships. Sparrow has an extensive network of associates across the globe with whom Sparrow associates on a deal to deal basis. We have team members in our home markets in the Sub-continent (India and Sri Lanka) and South East Asia (Singapore, Malaysia, Thailand, Philippines and Vietnam)



Jyothi Prasad

Senior Advisor  
PE relationships



Srinivas Polishetty

Senior Advisor  
SEA markets



Umakant Aggarwal

Senior Advisor  
Singapore Market



Sitesh Kumar

Analyst - Financial  
Modelling and  
Valuation



Tushar Sinha

Advisor – Digital  
Transformation practice



Pulkit Moar

Assurance Services  
and Lead –  
Valuation practice



Lakshman

Analyst - Financial  
Modelling and  
Valuation

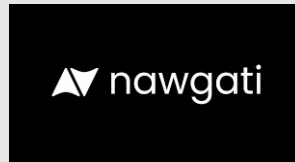


# Select Clients

## Capital Raise Deals



**PivotRoots**  
Delivering Difference



## M&A/JV/Partnership Deals



PTSM,  
Indonesia



# Select Clients

## Market Entry and Corporate Finance Assignments



madhav



# Select Clients

## Transaction Advisory and Valuation



MANISH MALHOTRA



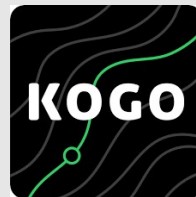
**BIJAK**



**EASYDESQ**



PupilMesh



| We are here



# SPARROW BUSINESS SOLUTIONS LLP

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[www.sparrowadvisory.com](http://www.sparrowadvisory.com)

**Bengaluru | Coimbatore | Colombo | Delhi NCR | Hyderabad | Metro Manila | Mumbai | Singapore**

# Symbolic Meanings of Sparrow



All too often we take the little Sparrow for granted - small though she may be, she is certainly powerful. It is her small size that gives her advantages. She reminds us we to not to be the loudest, to be heard.

Sparrows derive power and protection from their numbers. Always in a clan, they move in clusters, eat in clusters, and are always content as such. Safety in numbers is a lesson the Sparrow has to share with us.

The Sparrow is ever vigilant in her goals. She is always bustling for her food, foraging for her nests, and gathering for her young. Fastidious and productive, she is a master of flight, and camouflage, and teaches us to use our creativity to get around in life - think outside the box and be creative in solving our problems.

As a bird totem, the Sparrow speaks of higher thoughts and ideals. She beckons us to keep our burdens light in order to avoid a heavy heart. Joy, Creativity, Community, Inclusion, Protection, Simplicity, Productivity and Friendliness are attributes one associates with the Sparrow.