



Quadcore Consulting Services

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Company Profile

QuadCore Consulting Services [“QuadCore”] is a specialized business consulting and financial consulting firm that focuses on the following areas:

1. Working with companies in the area of strategy formulation, operating level implementation and designing KPIs.
2. Private equity investment consulting and syndication
3. Valuation
4. Shadow credit rating for firms seeking to raise funds
5. Consulting for stressed assets turnaround
6. Providing specialized tax advisory services and legal services related to structuring of transactions, investments, valuation services, and divestments

QuadCore has been promoted by experienced professionals with a very diverse background and has established a very good track record within a short time frame.

QuadCore’s industry expertise is mainly in the areas of minerals, technology, real estate, B2B e-commerce, healthcare, hospitality, retail and aviation.

The following paragraphs give a brief overview of the type of services provided by QuadCore.

GO TO MARKET STRATEGY FORMULATION AND IMPLEMENTATION

We work with our customers to design their go to market strategy, especially in the areas of designing either direct sales or through sales channels, and establishing the performance measurement criteria. We help customers design their KPIs in a manner that enables them to monitor the effectiveness of their go to market, using analytical tools to provide constructive feedback.

Wherever required, we provide clients with appropriate business intelligence and competitive positioning, using third party market tools [Gartner, IDC, Ovum] as well as our own on the ground intelligence and data.

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REPRESENTATIVE SAMPLE OF GO TO MARKET DEALS:

- Establishing foothold of an Indian software company in West Asia through Bahrain. This is a Bangalore based entity. While this company has been in existence for over a decade, but did not have any presence in the MENA region. In over a year, we have helped them progress from zero clients to seven clients.
- Enabling a health care software product company based out of Pune to expand their market share in India and to sell to new markets in West Asia and Africa.
- Advising a large jewellery business based out of Chennai to expand into procurement of gold from Africa. We assisted them in establishing the right channel and payment structure and participated in the finalization of the trade terms.
- Currently working with a denim manufacturer based out of Mumbai to establish their supply chain
- Currently working with an e-commerce company to set up their entire supply chain effectiveness measurement and monitoring system. The company is in the business of supplying fresh farm produce in three major cities in the South of India [Hyderabad, Bangalore and Chennai].
- Currently working with a Robotic Process Automation company based out of Bangalore for establishing their presence in the Asean Region. Potentially this company is Gartner Golden Quadrilateral prospect.
- Working on market penetration strategies for an associate company which is the education space and provides a multi-dimensional and holistic experience to students by arranging educational tourism. The company is promoted by individuals and organisations who have been pioneers in the field of education tours, and out of classroom experience.
- providing strategic and other related inputs regarding renewable/solar energy solutions to a diversified engineering company. Presently QuadCore is working on enabling this company to enter into the African market.

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STRUCTURED TRADE FINANCE:

This is a specialized service provided by QuadCore to its clients who are exporters/importers. We work closely with bankers to provide trade finance solutions that are outside the realm of traditional security backed funding. The focus shifts from the “strength” of the borrower to underlying cash flows. We are thus able match client needs to solutions in a non-traditional yet safe manner. We structure/assist in the establishment of acceptable boundaries for counterparty relationships that will provide both security and flexibility to borrowers and lenders.

We have established good relationships with parties that are capable of providing non-traditional risk mitigation instruments [such as credit insurance etc]. We work with lenders to bring these instruments and solutions within the acceptable norms of banking, especially in those cases where traditional “security/collateral” based banking might not be the optimal solution.

BUYER’S CREDIT AND SUPPLIER’S CREDIT

In our endeavor to help Indian corporates finance their Import businesses, QuadCore extends Import funding syndication services. We have an excellent working arrangement with many reputed global banks and Indian Banks with overseas branches which gives us the flexibility and leverage to arrange discounting of Letters of Credit (L/C’s) / LoU’s to our clients at LIBOR related competitive rates. QuadCore also undertakes rollover/extension of L/C’s, wherever feasible.

. Our services include:

- Obtain a firm letter of offer from an overseas Financing Bank for financing the L/C or LoU for the requisite period (or as the case may be)
- Provide any assistance to ensure that the transaction goes through smoothly
- Obtain necessary RBI approvals for the company, wherever required.

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REPRESENTATIVE SAMPLE OF TRADE FINANCE DEALS

- a. Collateral Management deal for a large iron ore exporter based out of Mumbai/Chennai – the deal size was in excess of USD 20 million
- b. Merchant trade financing for shipment of consignment from Germany [seller] to Singapore [end buyer] where the funding was provided to an intermediate agency [based on a non transferable LC] and on the basis of credit insurance [including default on part of buyer] provided by QBE Japan. This deal size was in excess of USD 9 million. This deal was done out of Singapore. As the basis of the deal was commercial, we introduced price risk mitigation solutions into the structure through a forward contract.
- c. Packing credit for a newly incorporated entity based chiefly on the strength of incoming LC, with minimum security enhancement. The company is dealing in ferrous metals
- d. Back to back LC facility, based on trade terms for a company dealing in energy products.

STRUCTURED PROJECT FINANCE

Project finance has a host of complexities, which are further exacerbated by the unwillingness of clients to provide traditional security cover. At QuadCore, we work with clients in establishing the acceptable project structure [the inter-linkage between suppliers, sponsors/SPV, sales contracts, construction contracts, O & M contracts], backed by non-traditional insurance covers to mitigate risk.

QuadCore works with lending institutions to structure the lending, without compromising on the acceptable credit principles.

REPRESENTATIVE DEAL SAMPLE

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1. Providing cash flow based project funding to a theme park being established by a charitable organization
2. Project funding for berth number 13, Kandla Port trust. This was done through ICICI Mumbai [reference Sudhir Kaushik, MCG Group, ICICI]
3. Funding for the acquisition of mines in Africa – structured investment by a Delhi based strategic investor with the deal size being about USD 100 million to be invested in phases.
4. Buyer's credit financing for a projects imports company with HQ in Italy. The initial deal size was USD 13 million. The company's India operations are based in Bangalore.

TURNAROUND FUNDING

QuadCore has good skills in providing turnaround funding/ investment in distressed assets. This area is very different from traditional startup and expansion phase funding, and requires good knowledge of both industry and risk appetite of lenders/investors. We possess the required intellectual infrastructure to develop optimal financing solutions for assisting stressed entities. We have highly qualified staff with experience in legal and financial matters, to provide the right structure. We remain engaged in transaction execution and documentation oversight.

REPRESENTATIVE CASES HANDLED

1. Restructuring of capital of a mid-level IT firm in Bangalore prior to turnaround funding by an all India financial Institution. This was a unique structure where capital was converted to debt, to enable 'overhang' elimination, and then paid off by fresh infusion of funds at competitive terms. The overall capital restructuring involved a total size of about USD 15 million.

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2. Turnaround funding for a growing seed manufacturing company in Hyderabad which has specialized IPR in cotton hybrids. The initial deal size was about USD 5 million
3. Turnaround funding for a specialized steel tubes manufacturer in Bangalore to the extent of about USD 6 million

SHADOW CREDIT RATING:

With the implementation of Basel II norms, corporate now have to be more vigilant about their credit rating, to ensure not just a high rating but also adequate flow of lending to sustain their operations. For companies seeking funding from a bank/bank related institution, the company will need a Basel II rating. Approval of the loan request will largely depend on the company's ability to provide not simply the relevant information, but a tactically effective line of argument. If the project is under-represented even if it does not fail the rating test outright, it is likely to get it assigned to a grade below its merit. The penalty is reflected in the conditions of the desired facility, especially, the rate of interest. This might completely throw out of balance in the company's cost of capital.

We help clients to present and assemble information and to make their case in order to maximize your rating results. We also work with clients to argue the success potential of their business; accurately define the financial basis on which that success can be realized; and present their credentials convincingly. While rating agencies go by the 'probability of default', we communicate the 'possibility of success'.

This is all the more relevant in the SME segment where a lot of lending is now rating based as opposed to lending that is based on the name and reputation of the management. Effective corporate rating management systems and processes will enable both banks and SMEs to grow their businesses.

REPRESENTATIVE CASES:

QuadCore is currently involved in exploring shadow credit rating consulting opportunities for some large multi-state UCB's based out of Maharashtra.

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TEAM:

QuadCore has a team of well qualified and certified finance professionals, legal professionals and technical experts. The team members come from a diverse industry background of information technology, automotives, core engineering, infrastructure, services , discrete manufacturing and construction and thus bring an all-round experience for the benefit of clients.

BRIEF RESUME OF CORE TEAM MEMBERS:

1. Sudheer Raghavan – Sudheer Raghavan is an alumnus from IIT Kharagpur and also holds a master degree in Air Transport Engineering from Cranfield University UK. In a stellar career, he has over 35 years of experience in several international markets at CXO level in Airlines and Hospitality sector. After joining Singapore Airlines in 1981, he quickly rose through the ranks and became the Country Manager for Japan. Later, he held key and very core portfolios such as Head of Revenue Management, Senior Vice President for cargo from 2000-2006 and then became the COO for the Gulf region. He later joined Jet Airways as the Chief Commercial Officer. He left Jet in 2013 to promote the specialised aviation consulting outfit.
2. Gopal Ramesh – He is a qualified public accountant, Company secretary, management accountant and law graduate and specializes in corporate law, turnaround situations and financial management systems and processes. He also specializes in process re-engineering and structuring cross border investments, with emphasis on local methods. He has several years of experience in international taxation. He has handled various assignments in India and senior management and CFO levels in large multinationals [such as Kirloskar Toyoda, IFB Bosch, PSI Data Systems and Wipro]. He was also heading the indirect taxation practice in Lovelock and Lewes [now part of PwC] in their Bangalore office. Recently, he has worked with some hedge funds in identifying,

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valuing and structuring investments into India. Ramesh specializes in the automotive, engineering and software services industry related financial practices and processes. Ramesh is also on the advisory board of Epiance Software Private Limited.

3. Sathish K.R - He is a Corporate and Commercial Lawyer having over 13 years of hands on experience both in industry and practice. He has advised clients on investment structuring and implementation, business restructuring, mergers and acquisition, private equity and debt syndication, international taxation, transactional tax issues, tax planning and implementation etc. He has assisted many global companies and entrepreneurs to set up their businesses, negotiate and conclude various complex deals such as joint ventures, foreign collaborations, technology transfers, venture funding etc. He has also assisted them in resolving their disputes through courts and out of court. He has hands on industry experience in large multinational corporations such as Robert Bosch, General Electric and Siemens as in-house counsel.

Sathish is a regular speaker at various conferences and seminars. He is a visiting faculty at the ICAI, ICSI and IIITL. He is also a member of the Institute of Company Secretaries of India, Institute of Chartered Secretaries and Administrators, London, and Insurance Institute of India. Sathish is also a promoter director in Zeus Consulting Pvt Ltd

4. Adarsh E Devaraj – Adarsh handles the core portfolio of consulting and pre-sales. He is an MBA and has extensive customer engagement experience in the Gulf and Indian market. Adarsh's core USP is networking and initial client engagement. He is a very process oriented person and this helped him to blend his skill with Information technology, when he promoted one of the very early Indian companies to develop a rule based work flow engine, which also had the potential to be converted into Machine learning, a hot area today. In 2005, he sold the product to a competitor and has since then been engaged in the B2B consulting space. Adarsh is also very aware of how to harness technology for social causes, and played a pivotal role in garnering support from all sections of society during the recent Chennai floods.

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5. Vivek Krishnan - Vivek has been associated with the private equity and investment advisory realm in India for over 14 years. He has straddled multiple roles as an investment manager, entrepreneur and a hands on investor since 2009. Prior to that he worked with GE Capital as Acquisitions Leader for GE Real Estate in Asia Growth Markets. His roles spanned acquisitions strategy, deal origination and asset management for a dedicated \$ 2 Billion alternative investments corpus. He was instrumental in building out the India team capabilities in structured finance and private equity and also executed prominent public market exits for portfolio companies like the \$ 325 Million Ascendas India Trust IPO in SGX. Vivek has been involved in \$ 500 Million of transactions in Indian real estate across all asset classes. His prior experience also includes corporate finance and investment banking roles at Cushman & Wakefield and Jones Lang LaSalle.

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