



ADVISORY SERVICES

(Deals & Consulting)

Our Journey

5 Partners | 3 Directors
Presence in 4 Locations
Founded GPS
(SSC for Global Clients)

Today

12 Partners | 2 Directors
Team size of 275+

2017

2012

Expanded service line to
include Risk Advisory, Tax
Regulatory & FRS by inducting
3 new Partners

AVA Foundation Year

2005

About us

AVA was established in the year 2005, co-founded by Lalit Valecha & Deepak Ahuja.

The Partners are qualified members of the Institute of Chartered Accountant of India (ICAI) and have a collective experience of over 5 decades having worked with global firms like Ernst & Young, Price Waterhouse, KPMG, Deloitte & Grant Thornton.

The partners have worked as lead members or key members on assurance, tax, due diligence, advisory engagements of companies engaged in diverse industries like Information Technology, Banks, Heavy Engineering, Automotive Ancillaries, Paper Manufacturing, Consumer Durables and Media and Entertainment.



The firm is engaged in professional practice rendering Transaction Advisory, Consulting, Tax Advisory, Compliance, US GAAP, IFRS & Other services to a large array of clients.

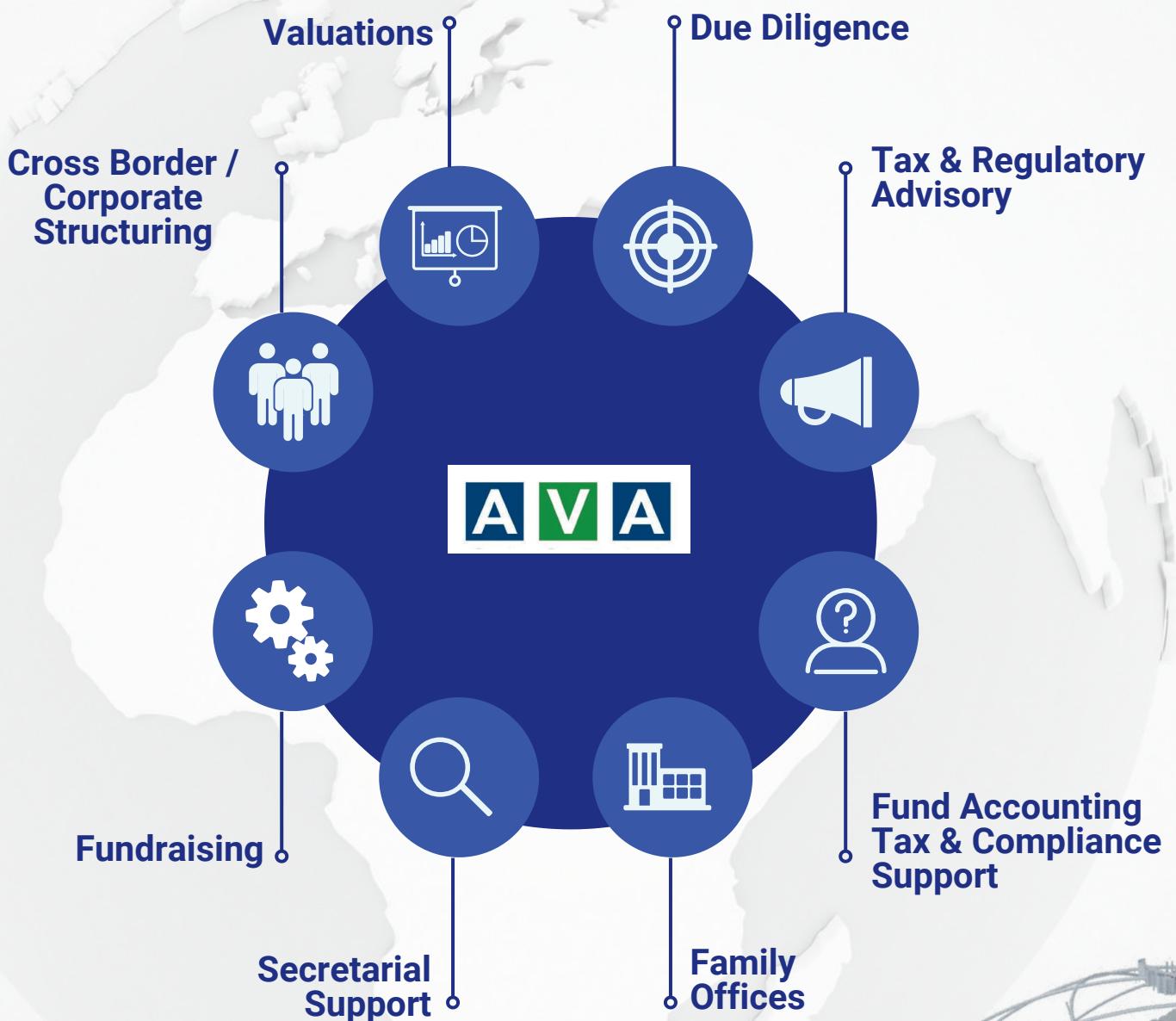


The firm currently has a team size of 275+ resources.



AV

Our 360° Services



FUND RAISING

We provide end to end support
to organizations for FUND RAISING
and FINANCING ROUNDS

Structuring

Formulate round structure from tax, regulatory, valuation and business standpoint

Valuation

Providing valuation services from business and regulatory perspective

Due Diligences

Sale side: Dataroom management, resolving investors queries and assisting in optimizing diligence adjustments

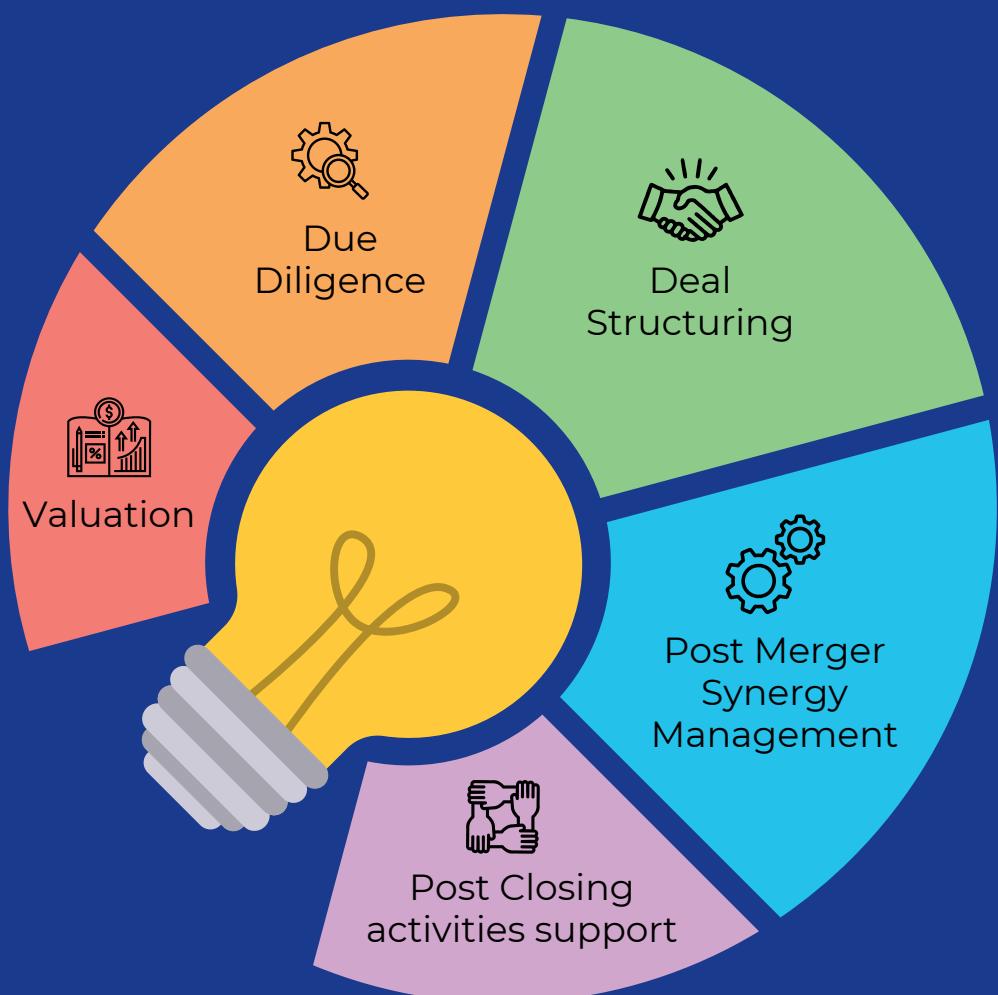
Purchase side: Performing diligence and identifying potential finance and tax adjustments

Deal Support including Secretarial compliance

Comprehensive post deal support from company law, income tax and FEMA perspective

MERGERS AND ACQUISITION

We provide END TO END SUPPORT to organizations throughout transaction lifecycle and act as an extended partner



DEAL STRUCTURING - OUTBOUND INVESTMENTS

Indian companies, particularly, start up segment has seen huge growth potential in recent times. They are concerned about international tax and regulatory laws including India regulations. With a view to mitigate business risks and have workable structure we extend below services:



Formulating **cross border structures** (USA, Singapore and UAE) from externalization perspective and **assisting in entire cross border set-up**



Assisting in obtaining required approvals under FEMA and RBI guidelines (ODI)



Identifying jurisdictions for setting up **Holding companies**



Advising on **exit, disinvestment strategies**



Formulating **cross border fund structure (USA, Singapore and UAE)** and assisting in entire fund set-up



Advising on **tax optimization** avenues

DEAL STRUCTURING - INBOUND INVESTMENTS

While making inbound investments, foreign companies are always anxious about understanding the business environment in India such as, the applicable laws and regulations, restrictions if any, their ability to carry on the proposed business, overall taxation costs and areas of tax efficiency, compliances. We extend our services in formulating regulated and tax efficient structure.



By understanding business of the organization, **we evaluate and identify FDI restrictions and assist in obtaining required approvals**



Advising on **capital mix** (capital or debt) and **suggesting appropriate instruments for fundraising** (CCPS, CCD etc). Assisting in relevant regulatory compliances



Identifying suitable corporate structure to be created in India (LLP, company, branch, etc) and **assisting in set-up of structure**



Advising on profit and cash **repatriation strategies and its execution**



Formulating structure in case of acquisitions (share deal vs asset deal) and assistance in relevant compliances



Relevant **Secretarial compliance** services and **regulatory valuation reports**

DUE DILIGENCE

For any transaction due diligence happens to be most important aspect to materialize the deal. Both the buyer and seller have vested interests in due diligence activity as it involves various financial, tax and legal related activities. We extend our services to buyers, sellers and investors covering entire realm of this space.



Providing end to end support in **dataroom management**



Assistance in verification of data, **resolving queries** of other side, completing pending compliances and **optimizing identified diligence adjustments**



Performing cost and margin analysis, QoE, revenue analysis, line by item balance sheet analysis, reviewing contractual risks and potential payouts **(Financial DD)**



Verifying correctness of direct and indirect tax related compliances, identifying eventuality of ongoing litigation, evaluating potential adjustment and penalties due to non-compliance **(Tax DD)**

VALUATIONS AND FINANCIAL MODELLING

Valuations are required for both regulatory as well as commercial purposes. We extend our services in providing all types of valuations from FEMA, Income tax, company law perspective along with other commercial valuations



Business Valuation for potential deals



Valuation reports for fundraising, Outbound investments under FEMA / Company law



Valuation reports for share transfer, indirect transfer under Income tax Act



Valuation reports for IP / Intangible sale and Purchase price allocation



Valuation reports for Impairment Testing and ESOP for accounting purposes



Modelling financial models as per business requirement

TAX AND REGULATORY ADVISORY

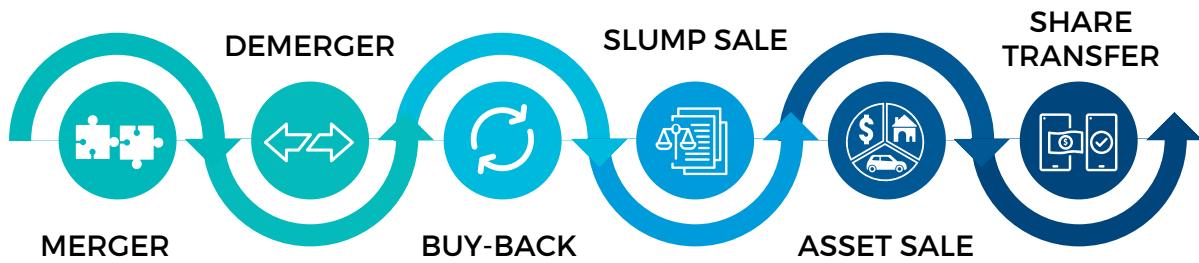




CORPORATE RESTRUCTURING

Businesses are in constant desire for corporate restructuring due to ever changing business environment along with regulatory updations. We extend our services in identifying options of restructuring, tax optimization strategies and assist in set-up and obtaining required approvals

RESTRUCTURING AVENUES



Identifying optimum restructuring avenue along with associated tax costs and regulatory compliances / approvals



Assisting in **drafting / reviewing relevant agreements** (Merger scheme, BTA, etc) from tax and regulatory standpoint



Assisting in **business viability checks** from regulatory perspective (FEMA and RBI regulations) particularly to fintech and retail industry



End to end **Secretarial and documentation support**

CORPORATE & INTERNATIONAL TAX AND TRANSFER PRICING

Organizations needs support with entire tax regulations, particularly ones having multi-jurisdictional presence. We have domain expertise in corporate, international and transfer pricing areas

COUNTRIES WE PROVIDE OUR SERVICES FOR



INDIA



USA



UAE



SINGAPORE



Advising on **tax optimization strategies** under India Income tax Act and DTAAs to domestic and international customers



End to end transfer pricing services – **Benchmarking, Documentation, FAR analysis**



Litigation support for corporate tax and transfer pricing matters



End to end **compliance support**

FUNDS AND FAMILY OFFICES



AV

FUNDS

The government has been proactive in establishing an attractive regulatory and tax regime for fund set up in India. Further, there has been consistent stability in these regulations and tax aspects over the last several years. This certainty and clarity enable fund managers to attract investors from all over the world for their India focused investments

COUNTRIES WE PROVIDE OUR SERVICES FOR



INDIA



USA



SINGAPORE



Formulating **fund structure for India focused investment funds** from tax and regulatory standpoint



Setting up **Overseas Feeder fund** (Unified model, Co-investment model) and **AIFs and obtaining relevant SEBI approvals**



Jurisdictional analysis for setting up overseas feeder fund, **investment manager proceeds and carry structuring for tax optimization**



Assisting in drafting tax section of **PPM, waterfall distribution model**



Advising on India and Overseas **tax implications** for fund, manager, investors

FAMILY OFFICES

Family owned businesses have constant need in managing their business continuity and wealth management. We act as extended partners to this families in managing their family driven goals

■ Family Constitution

Understanding family values and **assisting in coding** of the same

Defining relationship amongst family and family business

Conflict management amongst generations

■ Succession Planning

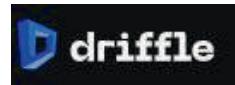
Identifying suitable **structure for wealth management** (Trust, LLP, Company, etc)

Ring fencing family assets and tax optimized **asset succession** to next generations

Cross border structure set-up and multi-geographical wealth management

End to end support in **drafting trust deeds**, obtaining required approvals

OUR SELECT CLIENTELE



VC Funds



HIGHLIGHTS

Our Geographical Support




275+
Team Size



WHY AVA TEAM?



Quality Oriented

- Partners front-ending and involved in overseeing execution
- Skilled resources put on job
- Best in industry tools and databases deployed



Flexible Approach

- Partnering with client teams during end-to-end engagement cycle
- Proactively sharing inputs on best practices
- Periodically seeking feedback to enhance client experience



Value Delivery

- High quality service at competitive fee
- Cost efficient service delivery approach followed resulting into cost savings for clients without impacting the quality

CORE TEAM & ACCOLADES

LEAGUE TABLES - 2022	
TOP FINANCIAL ADVISORS TO PRIVATE EQUITY DEALS*	
1 PwC	207 Deals
2 Ernst & Young	159 Deals
3 Deloitte	93 Deals
4 KPMG	76 Deals
AVA Insights	76 Deals
5 BDO India	57 Deals
6 Avendus	34 Deals
7 Transaction Square	28 Deals
Aeka Advisors	28 Deals
8 Unitus Capital	24 Deals

LEAGUE TABLES - 2021	
TOP FINANCIAL ADVISORS TO PRIVATE EQUITY DEALS*	
1 PwC	285 Deals
2 Ernst & Young	254 Deals
3 BDO India	71 Deals
4 AVA Insights	60 Deals
5 Avendus	43 Deals
6 KPMG	41 Deals
7 Transaction Square	33 Deals
8 Unitus Capital	25 Deals
9 Capstone Consulting Group	20 Deals
10 Ambit Corporate Finance	14 Deals
Veda Corporate Advisors	14 Deals
Dexter Capital	14 Deals

LEAGUE TABLES - 2020	
TOP FINANCIAL ADVISORS TO PRIVATE EQUITY DEALS*	
1 PwC	82 Deals
2 BDO India	53 Deals
3 Deloitte	39 Deals
4 Unitus Capital	27 Deals
5 AVA Insights	24 Deals
6 Avendus	22 Deals
7 Morgan Stanley	14 Deals
8 Dexter Capital	11 Deals
9 Ambit Corporate Finance	8 Deals
IndigoEdge	

Ranked Top 5 in the Venture Intelligence league table rankings as top financial advisory firm in PE deals in 2020 2021 and 2022

Name	Experience years	Area of Expertise	Previous Employment
Ajay Kering	17	Transfer Pricing & International Tax	PwC and Grant Thornton
Ankit Shah	17	Assurance	Ernst Young (EY)
Ankush Agarwal	9	Transaction Advisory Services	PwC
Chandan Lahoti	16	Assurance, Corporate Development & Strategy	Ernst Young (EY)
Deepak Ahuja	19	Business Advisory Services & Technology	PwC
Lalit Valecha	20	Transaction Advisory Services	PwC
Mahesh Jeswani	21	Indirect Taxes	Anmol Sekhri
Mayur Zala	10	Corporate Tax, Transfer Pricing & International Tax	KPMG and Grant Thornton
Neeta Valecha	17	Corporate Talent Acquisition	Deloitte
Praveen Kumar	9	Financial Reporting Services	--
Prithvesh Ashar	11	Risk Advisory, UAE Audit & Advisory	--
Rajiv Batra	40+	Corporate Strategy	Cummins India
Vishal Solanki	17	International Tax, Transfer Pricing & US Taxation	Deloitte, KPMG



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Trainee Development - Gold



Top 5 Transaction Advisors
League Table Private Equity and
Venture Capital
2020, 2021 and 2022

Top 15 Transaction Advisors
League Table Private Equity and
Venture Capital
2022