

PROFILE

A) Background of Ajcon Global Services Ltd. (AGSL)- A company listed on the BSE

- a) Founder: CA Ashoka Ajmera, well known Chartered Accountant and Capital Market Expert
- b) Incorporation year: 1986
- c) Group formation: Initially formed as Ajmera Financial & Project Consultants Pvt. Ltd.
- d) Business Model: Well diversified Financial Services Company
- e) Business activities: Stock Broking, Commodity Broking, Depository Services, Corporate Advisory, Investment Banking and Merchant Banking
- f) Experience: Over 2 decades (28 years)
- g) Key certification: ISO 9001-2008 Certified Company, Membership of NSE, BSE, MCX-SX and CDSL.
- h) Clientele: Domestic PSBs & Financial Institutions, Corporates, NRIs, HNIs, Retail clients for Broking, Advisory and Merchant Banking Services.
- i) Team members: Qualified professionals (CAs, MBAs, CS)
- j) An ISO Certified Company (ISO 9001-2008)

B) Business Activities

- 1) Stock Broking:
 - a) Member NSE, BSE, MCX-SX
 - b) Institutional/Corporates/HNIs and Retail
 - c) Tie-up with Bank of India (BOI) for online trading
- 2) Depository Participant: Member: CDSL
- 3) Commodity Broking: Member-MCX (through a Subsidiary Co.)
- 4) NBFC (Non Public Deposit Accepting -Registered with RBI-Mumbai) Activity
- 5) Corporate Advisory: Served more than 250 SMEs and 25 Corporates over last two decades for their financial needs through Banks and Institutions.
- 6) Merchant Banking:
 - a. Category I Merchant Bankers.
 - b. Lead managed six public issues; co lead managed three public issues, acted as underwriter to 25 public issues.
 - c. Serviced more than 10 Corporate for Pre Issue Advisory services and for a few Private Equity arrangements.

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C) Group Companies

- 1) Ajcon Finance Ltd. (Formerly known as Ajcon Commodity Brokers Limited): It is a Subsidiary Company and is a registered Non Public Deposit Accepting NBFC with RBI.
- 2) Ajcon Comtrade Pvt. Ltd. (100% Subsidiary Company): It is a Member of the MCX (Multi Commodity Exchange) Offering Commodity Broking Service.
- 3) Ajcon IT. Com Ltd. : It is engaged in providing entire gamut of Web Enabled Services & Software IT Solutions. It has an elite long lasting clientele list of large & well known corporate houses
- 4) Ajcon Infra Projects Private Ltd. (Group Company): It is engaged in the business of construction & maintenance of buildings, houses & industrial plots.
- 5) A. Ajmera & Associates (CA Firm): It is a partnership firm & is engaged in the business of providing Audit & Assurance Services, Tax Advisory Services & Advisory related to corporate law.

D) Investment Banking Division

Ajcon Global Services Limited (AGSL) has a vast experience in consultancy services to entrepreneurs and established companies in fund raising. The company is a SEBI registered Category I Merchant Bankers. With its profound experience in assisting over 200 corporates and strong established relationship with Small and Medium Enterprises (SMEs), AGSL intends to help its clients especially SMEs to tap the capital markets.

Offerings

1. Equity Issue Management

- A) IPO Advisory and Management
 - ◆ Understanding the current business of the company and its financial history.
 - ◆ Justification on “why the company should opt/ or is suitable for an IPO”.
 - ◆ Guidance on major SEBI/ ICDR regulations that needs to be followed for an IPO.
 - ◆ Preparation of a detailed road map and time line for an entire IPO process.
 - ◆ Working on approximate cost estimation involved in the entire IPO process.
 - ◆ Selecting a proper IPO team and educate, enlighten, train the management and company officials about their roles & responsibility.
 - ◆ Selection of all Issue intermediaries.
 - ◆ Coordination & assistance to Company & Merchant Bankers (BRLM) for the preparation of Draft Red Herring Prospectus (DRHP).
 - ◆ Assisting & guiding the company on all regulatory compliances, proper structuring & presentation of accounts, records & Compliance with Clause 49.

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- ◆ Advising on the matters related to Listing formalities & requirements, market scenario & about their roles & responsibilities as a listed entity.
- ◆ Preparing and filing of DRHP, RHP with SEBI and Prospectus with ROC in case of IPO Management
- ◆ Strong liaising capabilities with various regulatory authority like Stock Exchanges, SEBI, RBI, ROC's.
- ◆ Arriving at a suitable enterprise valuation which looks attractive from an investor point of view.
- ◆ Peer group analysis of companies for obtaining a suitable valuation for the company and guiding the company on issue pricing.

2. Private Equity Advisory

- ◆ Conducting critical appraisals of proposals and assessment of business potential.
- ◆ Advising on the overall viability of business model.
- ◆ Ensuring proper capital structuring and business strategy.
- ◆ Preparing executive summaries, presentation and detailed business plans.
- ◆ Assisting in arriving at optimum business valuation.
- ◆ Identifying & negotiating with Private Equity Funds, strategic investors, etc.
- ◆ Coordinating information requests, negotiating, deal finalizing, assisting in term sheet finalization & other post-deal activities.
- ◆ Hand holding the client through the entire process and concluding the fund-raising while protecting long-term interest of the stakeholders.
- ◆ Monitoring post-investment scenario to ensure growth and assisting in appropriate exit strategies.

3. Merger and Acquisition

- ◆ Strategic business planning & implementation.
- ◆ Defining acquisition criteria & identification of acquisition targets.
- ◆ Preparing sales/information memorandum, business plan, etc.
- ◆ Ensuring methodical & appropriate company valuation.
- ◆ Identifying potential joint venture partners & investors.
- ◆ Assisting in business divestiture.
- ◆ Business & Accounting Due Diligence.
- ◆ Organizing takeover funding for the buyer company.
- ◆ Equity placement with strategic & financial investors.

P R O F I L E

- ◆ Representing clients' interest in dealing with intermediaries.
- ◆ Mergers/ Amalgamations & De- Mergers.
- ◆ Assisting post acquisition integration.

4. Debt Syndication

- ◆ Detailed study of financials & business model of company designing a suitable loan proposal.
- ◆ Working out the cost of project & means of finance for the bank loan proposal.
- ◆ Preparing a detailed presentation & company/Group profile for the bank (s) for raising the term loan & working capital.
- ◆ Liaison with the bank (s) for the sanction of the loans & other credits facilities till the execution of documents & release of facilities.
- ◆ Finally getting the required facilities sanctioned, assistance in documentation & disbursement.

5. Corporate Debt Restructuring and Rehabilitation

- ◆ Preparation of detailed CDR Proposal.
- ◆ Filing the same with appropriate authorities.
- ◆ Sanction of schemes and further follow up.
- ◆ Having served more than 50 Corporate in the structuring of Debt and Rehabilitation packages through CDR or BIFR.

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E) Key People (Brief profile)

1. Mr. Ashoka Ajmera

Mr. Ashok Ajmera - Chairman and Managing Director laid the foundation stone of the Company. He has rich experience of over 35 Years in Broking and executing transactions in the field of Investment Banking & Loan Syndication. He is a well known Chartered Accountant, Project Finance Consultant and Capital Market Expert.

He has a strong network, excellent relations with Banks, Regulatory Authorities, Government agencies, Corporates and Financial Institutions due to professional approach .

More than 2,500 interviews & articles published on Radio and Television Channels like Zee News, Star News, NDTV, BBC News, CNBC & Awaz, Bloomberg UTV, Times Now, India News, DD News, Reuters, Sahara etc. He is the visiting faculty to IIMs, Management Institutions & Corporates.

Conducted about 300 training programmes for Jaycees, Lions Club, Rotary Club, Corporate, Banks, Institutes covering topics on Leadership, Goal Setting, Public Speaking, Mind Mapping, Communication Skills, Time Management, Capital Markets & Project Financing.

Past associations involve Mr. Ashok Ajmera playing pivotal role at various levels with organizations such as Committee Member of COSI (A hi - power committee of National Stock Exchange of India (NSE), the Director of Association of NSE Members (ANMI), Independent Director of Canara Bank Securities Ltd. (100% Subsidiary of Canara Bank), Zonal President of JAYCEES, Member of Indian Merchant Chambers, Special Executive Magistrate(State Govt Appointed), President Lions Club of Bombay (South Mumbai), Member Insurance Sub Committee (NSE), Member ALBM (NSE), Vice Chairman ANMI. Currently, he is a Member of Rotary Club of Bombay North & Board Member of Brokers Forum of India (BSE).

Received Award for Outstanding Zonal President, Chapter President, Management Man of the year from Govt. of Maharashtra & International Excellence Award from IES at the hands of His Excellency Korn Dabbaransi, Fr. Deputy Prime Minister of Thailand.

Mr. Ajmera has toured widely in India & Abroad for various professional assignments.

2. Mr. Ankit Ajmera

Mr. Ankit Ajmera, an MBA Graduate from UK is the Executive Director of the company. He has experience of over eight years in Institutional equities. He has hands on experience in IPO Distribution, Equity Research, Institutional Broking etc. At Ajcon, he takes care of the entire operations of Institutional Broking. His other associations involve him as a Chairperson of Lions Club, Mumbai.

3. Mr. Anuj Ajmera

Mr. Anuj Ajmera, a Commerce Graduate is the Executive Director of Ajcon. He has over eight years of experience in Business Development, Marketing & PR initiatives. Owing to his extensive knowledge of IT he is entirely responsible for the IT framework of Ajcon and its group companies. He has played a pivotal and instrumental role in designing the online trading web portal of Ajcon Global Services Ltd. www.pyarapaisa.com. His other associations involve him as Secretary of Rotary Club of Kandivli. He has been looking after Client acquisition and Business Development in all the areas of the company

4. Mr. Sameer Biswas

Mr. Sameer Biswas, is the Independent Director at Ajcon Global Services Limited. He has completed CA, CWA, CS and BA. He has been the former Regional Director & Director of Inspection of Ministry of Corporate Affairs. During his tenure with Dep. Of Company Affairs he has assisted JJ Irani Committee & Kumar Mangalam Birla Committee on Corporate Governance.

5. Mr. Narayan Atal

Mr. Narayan Atal is serving as Independent Director at Ajcon. His qualifications include CA, ICWA and LLB. He is a fellow member of ICAI. Over the years, he has gained vast knowledge in Capital Markets, project finance, legal and accounting matters. His other associations involve as Director of Elpro International Limited and Gama Leafin Private Limited.

6. Mr. Rajendra Bakliwala

Mr. Rajendra Bakliwala, is a Fellow Member of the ICAI and Independent Director at Ajcon Global Services Limited.