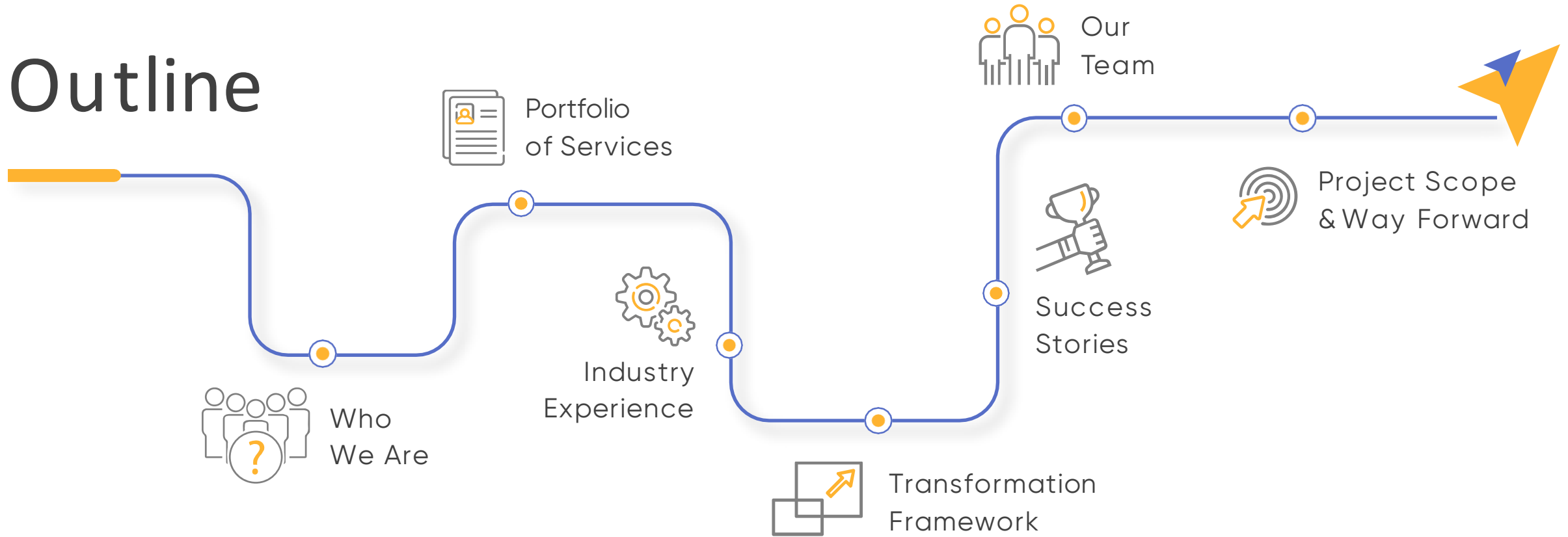




Your Growth Partner

Transform | Grow | Succeed

Outline



Who We Are



Transformation Advisory & Execution Partners



✓ Transform

Amicus objectively partners with organizations to drive transformation roadmap through the improvement of critical business efficiencies, addressing structural realignments and curtailing process ineffectiveness



✓ Grow

Our qualified professionals help companies uncover market opportunities to identify and incrementally steer strategic growth initiatives



✓ Succeed

Our experts work with management/board to embed change in business practices and processes, that help corporations achieve and sustain long-term growth trajectories

Industry Experience



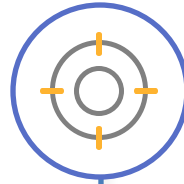
Our Expertise



Services Portfolio



Business Transformation



Focus Areas:

- Business Performance Improvement
- Financial and Strategic Planning
- Project Management Implementation
- Operational Re-Engineering
- Sales Effectiveness
- Restructuring Advisory



Key Outcome:

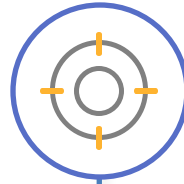
✓ Profitability and Liquidity ↑



Services Portfolio



Go – To – Market (GTM)



Focus Areas:

- Developing Market Strategy
- Red Ocean vs Blue ocean strategy
- Annual Operating Plan (AOP)
- New Business Development
- Product Mix and Pricing
- Customer Segmentation
- Competitive Intelligence
- Brand Positioning



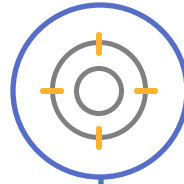
Key Outcome:

- ✓ Revenue enhancement led by Strategy and Innovation

Services Portfolio



CFO & Board Advisory



Focus Areas:

- CFO Services & Startup Support
- Setting Up Finance Organogram
- Financial Reporting & Review Mechanism
- Revenue Assurance / Loss Prevention
- Working Capital Management
- Board Governance, Risk & Control Environment
- Best in Class Accounts Payable



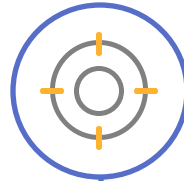
Key Outcome:

- ✓ Finance Partnership With Business Strategy

Services Portfolio



Supply Chain



Focus Areas:

- Supply Chain Management Process and Metrics
- Go-to-market Strategy, Product Portfolio Constraints and Gaps
- Service Positioning Strategy
- KPI Development & Monitoring
- Control Tower Management and SOP Development
- Pricing & Margin Improvement



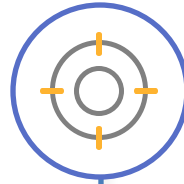
Key Outcome:

- ✓ Operational Excellence

Services Portfolio



Transaction Advisory



Focus Areas:

- IM and Teaser Preparation
- Due Diligence
- Valuation
- Project Management
- Negotiations and Documentation
- Post Deal Integration
- Investor Relations



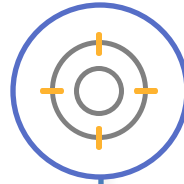
Key Outcome:

- ✓ Inorganic and Synergistic Growth

Services Portfolio



Digital



Focus Areas:

- Digital Strategy
- Content & Creative Strategy
- Print Advertising
- Internal Communications
- Promotion Strategy
- Media Relations



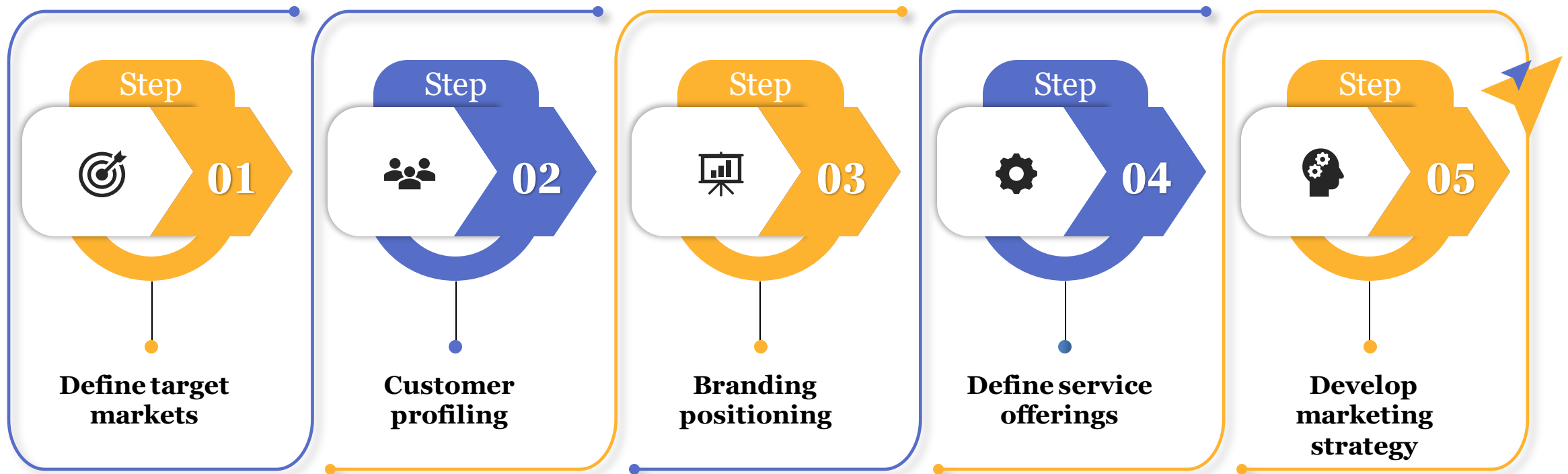
Key Outcome:

- ✓ Improve Brand and Customer Experience

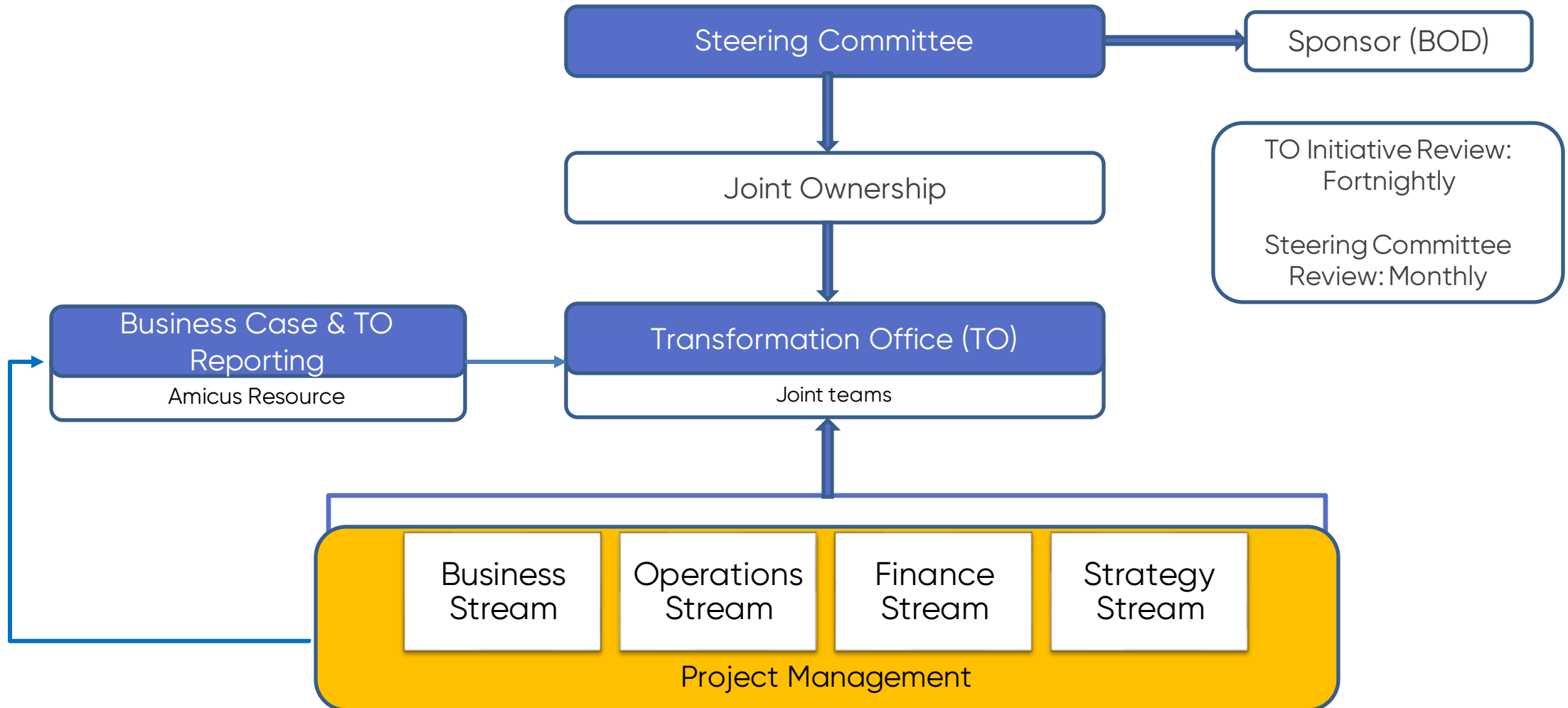
Our Transformation Framework



Our Go-To-Market Framework



Governance Structure



Case Study- I



Leading Logistic and Supply Chain group in India with multimodal Hub and Spoke Network, providing express distribution services through Road, Air and Parcel train network. The network comprises a fleet of 5000 trucks, 600 offices and 5000 employees on its roll



Challenge

While the core business of the company was growing at 12 percent CAGR for the past ten years, the company has been facing significant pressure on its profitability due to large continued losses in few asset-intensive segments.



Solution

Company and Consultant set up a governing mechanism and Transformation Office (TO) jointly led by a senior consultant from advisor and company management, on a Success-based Model

Joint teams were formed for each project and TO agreed to take up 5 to 6 projects at a time involving major heads of revenue and costs including Operations , G&A and People.

Quarterly presentations about the progress were also made to Board and bankers consortium.



Results

Successful three years transformation with significant benefits in terms of EBIDTA and incremental cash flow improvement, enhancement in Market Cap, and creating a lean and agile organisation ready to meet future growth and benchmarked profitability goals.

Project created tremendous intellectual capital within the organization and was finally handed over to internal champions to sustain the benefits.

Case Study-II



Renowned regional group with Goods Transportation Services, Courier and Express Services, Warehousing, Luxury Passenger Services, Automobile Dealerships. The network comprises a fleet of 400 owned vehicles of multiple capacities & transporting a plethora of commodities via 130 branches & 6 major hubs across Western and Southern parts of the country, the Group employs over 3000 personnel in all verticals.



Challenge

While the group has a strong network, brand recall and market reputation, the company lacked effective review mechanism, robust MIS systems, quality of manpower and a Pan-India coverage.

Further the Group was facing stagnation in revenues, severely stressed profit performance and non-existent collections process resulting in high DSO



Solution

Amicus set up a Transformation Office (TO) and a review mechanism jointly led by Amicus and company management on a success based model.

Joint teams were formed for numerous projects which focused on improving turnover, profitability, liquidity, operational efficiency across all business verticals and functions.

Major focus areas: Scheduled weekly reviews, Pricing Strategy, People Productivity Analysis, Key Operation Metrics, Branch Profitability, Sales & Operational synergy, Digital Presence



Results

Project created tremendous intellectual capital within the organization, skill development, business process improvements, structured review processes, synergy within the group companies and concrete Annual Operating Plan for the entire business. Sharp data analytics improved the decision making.

This further led to gradual improvement in DSO yield & NBD pipeline. One of the entities has achieved their highest ever monthly revenue in last four years in the month of July. For August they crossed the July numbers suggesting sustained traction in transformation.

Our Team



Sanjeev Jain

Chartered Accountant and Resolution Professional with 30+ years experience in Corporate Strategy, Business Transformation, Mergers & Acquisition, Restructuring, Financial Planning, Fund Raising, Investor Relations at various leadership roles including CFO role with Gati, AFL, FedEx and senior roles in Tata Communication LTD and Chambal Fertilisers. Handled high-impact Business Performance Improvement and other strategic projects.



Vikas Pawar

Accomplished Supply Chain leader with 18+ years experience in Corporate Strategy, Supply Chain & Logistics, Industry Research. Guided high impact SCM projects that involve customized solution design of the entire end to end logistics. Handled senior strategic and consulting roles in Gati, Adani and SJ Consulting (USA). Expertise in identifying operational requirements, creating implementation roadmaps, and coordinating with cross functional teams to achieve business goals.



Prabin Jain

Accomplished Transformation Advisory Leadership with 2 years of experience. Drive Long-term Business Transformation Project, Industry Research, Corporate Strategy and Performance Improvement with “Big-Picture Growth” within client organizations. Expertise in strategy formulation, implementation roadmap and coordinated with Cross-Functional team to achieve business goals. Post Graduate in MBA in Finance with Certified Financial Analyst



Our Team



Pulkit Vijay

CA candidate having a Postgraduate Diploma in Commerce and Certified Financial Modeling and Valuation Analyst. Prior experience in building Business plans for MSME for the purpose of Debt Funding. Worked with Accounting and Taxation teams for Audit. Capable of Analyzing Financial data, Cash Flow Management, and improvising Tax strategies.



Yathin Devandla

BBA Finance graduate from NMIMS Bangalore. Prior experience with a advisory firm as a financial analyst and worked on due diligence, modelling and valuation and industry research reports.



Parth Kapote

NISM Certified, Finance Professional currently pursuing Postgraduate Diploma in Management with Finance Specialization. Prior experience in the Capital market, Personal Finance, Financial Modelling, Business Analytics, and Digital Marketing. Worked as a freelancer for small companies & clients guiding them in wealth management. Organized lots of events and worked as an event manager in college.



Our Team



Sakshi Kalose

Finance professional with 3+ years of experience. Skilled in research, financial modelling, valuation and capital markets. Global Financial Market graduate from BSE Institute Limited.



Akansha Lunia

BBA graduation candidate and Experienced with a demonstrated history of working as an Administrative assistant. Skilled in Digital marketing, Website designing, and Networking . Have previously worked at colleges as event manager to support execution.



Kushi Sonawat

BBA graduation candidate with the contact of social media Experienced in networking, and digital marketing. previously worked as an event coordinator at college





Charting Your Way Forward



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