

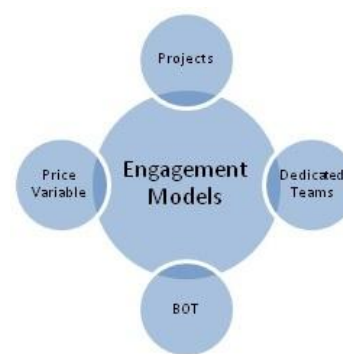
India Business Database.com

PREVENTION IS BETTER THAN CURE

- Mission**
- To maintain very high ethical standards;*
 - To deliver services in time;*
 - To build a reputation of reliability and professional excellence;*
 - To meet client expectations;*

India Business Database.com (IBD) provides Business research, Business valuations, Risk management and outsourcing of report writing & business support services. We pride ourselves in serving our clients by being **ethical** and **honest** in our business dealings and provide services with **integrity** and a growing reputation of **reliability**.

IBD provides competitive advantage to its customers through qualitative business research for building enduring business relationships, mitigation of transaction risk and efficient management of receivables. Our service edge is attributed to our well-defined data capture processes, analytical skills, in-house database, data collection network and proprietary scoring model. Our business analysts have years of experience and networking capabilities. We combine market knowledge and expertise to provide actionable research where the client enjoys cost rationalization as a result of our flexible engagement models.



Services

Our **Business research** service provides support to corporations, management consulting firms, private equity firms, venture capital firms and others. We assist them in identifying & managing customer/ vendor relationships, build business plans, estimate market size, analyzing the competitive landscape, demand-supply overreach or mapping regulatory compliance issues. Our business analysis reports are template-based that have been developed through experience gained over the years. We have structured processes and created proprietary tools to provide research for all sizes of business and for all stages of business life of an enterprise - micro to large enterprises; start-up stage to mature businesses. **Smart Report**® is our business analysis report brand since 1996.

As part of our **Valuation** services we assist startups in establishing fair market value and tax compliance in accordance to IRC 409A. We provide business valuations for transactions relating to merger & acquisitions or assets valuations in case of transfer/ sale of assets. Our experienced team employs multiple tools to justify valuations.

In our **Risk management** practice a team of experts manage client's business risk through a combination of offerings of corporate intelligence, due diligence and solutions for business functions. We gather business-critical information on clients' current and prospective business partners to help them reduce risk, enter new markets, solve corporate problems, aid in investigations and enhance business opportunities. We provide solutions to extend geographies for marketing or for sourcing network.

We also outsource our team of analysts to **write reports** on behalf of client's research team. Our reports include data tables, pivot tables, charts and presentation that adhere to client's specifications and make research meaningful and presentable. We provide **Business support**

services that aid our clients to smoothly carry out their business. List of support services include bookkeeping services, statutory/ compliance filings and payroll services.



Leadership

The business leadership team consists of experienced professionals with diverse and complementary backgrounds. The team has many man-years of experience in managing organizations and people. We have critical skill sets to execute complex and client-specific research assignments and to build a talented pool of researchers and analysts to deliver world class services in an ethical manner.

The business team is lead by **Vivek Parti**, a Fellow Chartered Accountant with 22 years of experience in financial services & risk management. He completed his undergrad course from Shri Ram College of Commerce (leading college in Asia for commercial studies) and was an accounting apprentice with S B Billimoria & Co (member of Deloitte, Touche, Tohmatsu). He was placed in merit position (All-India rank 29) for the final examination in Chartered Accountancy. He is also the business head of Vivek Parti & Co, Chartered Accountants, a boutique professional services firm. He was awarded a Certificate of Appreciation by IFC, World Bank group in 2009 for his contribution to the cause of improving global trade.

Arun Lamba, Senior Consultant is a management graduate and an alumnus of Shri Ram College of Commerce. He has over twenty years experience in consumer retail, automotive aftermarket, consumer durable and office automation industries, abiding by a customer-centric & process-oriented approach. His experience spans with large organizations like Escorts and Lucas.

Sanjeev Puri, Senior Consultant is a Fellow Chartered Accountant with 20 years of experience in providing professional services. He is also an alumnus of Shri Ram College of Commerce. He was placed in merit position (All-India rank 3) for the final examination in Chartered Accountancy. He is an expert in the field of indirect & direct taxation.

Leslie Michelassi, US Business Development Executive has a 25 year history of building lasting client partnerships in the financial services market. As a business development professional, Ms. Michelassi's consultative, solutions-based approach facilitates client needs throughout the business lifecycle. At every stage, from concept through start-up, to expansion and maturity, her focus is always client-centric, right-sized, high value delivery. As a past entrepreneur and market-maker herself, she is able to identify market research and actionable business intelligence requirements for her clients as well as support them with a keen sense for market timing. As a long term customer advocate, Ms. Michelassi brings depth, breadth and flexibility to each and every customer relationship building trust based on professional ethics, high quality and on time delivery. As a financial services leader and industry speaker, Ms.

Michelassi's past positions include several executive level positions in U.S. based financial services firms and she received her Executive Certification through The Wharton School of Business for First Data Corporation.

Sonia Parti, Practice leader, has worked extensively in the luxury retail sector. Her work experience spans from promoting leading designer jewellery brand to establishing the first retail outlet for international designer mosaic tiles. She leads the research team and is adept at micro managing projects

Mr. S K Malik, Advisor, is a mechanical engineer from Delhi College of Engineering and an alumnus of Faculty of Management Studies, Delhi. He started his career with DCM group of companies. In 1976 he decided to set up his own venture as an Original Design Manufacturer (ODM) for leading global brands in the field of electronics. He is currently the Chairman of Calcom group of companies that produces lighting electronics and is a leading ODM for Osram India (100% Siemens subsidiary). His vast experience will be invaluable in creating a clear vision for the future growth of the organization.



Infrastructure

We have a qualified team of **correspondents** and experienced data collectors for reporting on all kinds of businesses. The team provides an advantage of financial expertise and local market knowledge. We have access to established **global databases**.

Our **proprietary risk assessment model** assesses financial and non financial information. Over the years we have created a number of business records that have become the knowledge edifice of the model.

Our data centre in the Indian National Capital region has **adequate space** to build capacities for data collection, processing and storage.

Our **clients** include organizations of international stature and repute like Bank of Tokyo-Mitsubishi UFJ, Mitsui & Co, Marubeni India, State Bank of India, MMTC, HUDCO, Teijin India (Leading Chemical Company from Japan), IMRB (Research), Sumitomo Corp India, Luthra & Luthra (Law Offices), IES Abroad (largest Study Abroad program from USA), Calcom Group, DIMTS (Joint Venture of Delhi Government & IDFC), among others.

Business Research

Business Reports

The **business analysis report** provides a bird's eye view of the businesses financial, operational, trade and reputational risk. Information is researched from established sources and we report on all kinds of businesses, micro to large enterprises. We verify all data collected through our robust processes. The service can be co-opted with business deterioration and higher risk alerts to prevent unnecessary losses.

Why do you need this report?

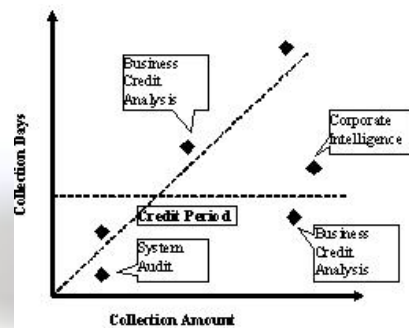
1. Complete assessment of business partners
2. Manage business loans and set up credit limits
3. Implement Vendor continuity programs
4. Cost rationalization through improved credit management.
5. SME portfolio health.



The **business owner report** is a unique service offering that provides information on business owners their business linkages, ownership details and financial performance of other businesses. Credit bureau reports provide limited information specifically on personal dealings.

Why do you need this report?

1. To know the business background of the owner
2. Ascertain the business integrity of the owner
3. Know the implied liability posed by owner actions
4. Assets and liabilities not reported
5. Linkages that may have material effects on investment decisions



Developing detailed **business plan** including financial and operating model that can help you plan resources and raise funds for new business/expansion, merged or acquired businesses or joint ventures.

We prepare **feasibility studies** to evaluate business viability of launching new products and/or venturing into new geographies.

We carry out **market research** to evaluate product or service attributes, acceptance levels, customer preferences, etc. The team would provide data analytic solutions in forecasting business trends, preparing & conducting market surveys, sizing markets, assessing customer response and establishing market dynamics.

Carrying out **competitor analysis** by assessing them on competitive strength, key trends in the market, key success factors for the company etc

Industry insights into new sectors, covers short term and long term business dynamics, key players, price forecasts, cost structures, project economics, policy analysis, labour issues, demand-supply analysis, supply forecasting trends and other related issues.

Screening and profiling for M&A targets, vendor short listing and/or geography selection

Valuation Services

IRC 409A

We prepare IRC 409A valuations, valuation & expensing of Stock Options.

We provide fair value of investments in Illiquid Companies. Equity holdings in unlisted entities, start ups and other illiquid assets is difficult to value, by using market-based prices and other observable market data. Valuations done on the basis of financial statements, business plans, financial projections, shareholder agreements, product descriptions, benchmark data with similar size enterprises and other related information.

Why do you need this service?

1. Tax compliance
2. Fair opinion for M&A transaction or transfer of assets

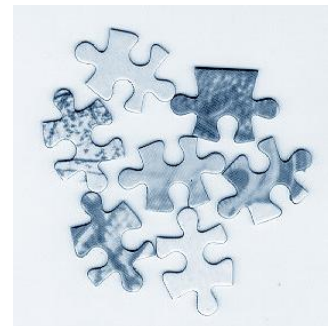


Risk Management

Corporate Intelligence

We specialize in the search, collection and analysis of information from both public and confidential sources. Our experts with background in forensic accounting combine years of practical experience in information collection with robust quality assurance procedures. Our experienced team is deeply networked in the industry to assimilate valuable insights. We provide deep analysis of company financial statements to identify anomalies and potential opportunities.

Our Corporate Intelligence services are important in markets



where information can be difficult to obtain and where business risks can be large.

Due Diligence

In depth transaction scrutiny on the business or group of businesses by a team of experts from different disciplines covering financial diligence, operational aspects, sectoral analysis, understanding technologies, logistics and corporate strategy.

The team assists in planning for investments, mergers & acquisitions, strategic partnerships or for enhancing organizational effectiveness in an existing business unit or portfolio company. Due diligence services range from initial validation of targets to detailed on-site due diligence visits to the preparation of complete integration plans. Management consulting services, aimed at enhancing organizational effectiveness, are typically intensive studies that identify cost-saving opportunities and define appropriate actionable go-forward plans. Strict confidentiality is maintained for all engagements

Report Writing and Business Support

Report Writing

- Experienced, skilled and qualified writers
- Clear presentation through tables, charts
- Multiple formats such as PowerPoint, PDF, Word, XML
- All types of business research and valuation reports
- Accuracy of reporting
- Direct interaction with team

Bookkeeping

- Remote or on-site data entry
- Maintenance & filing of financial records
- Preparation of financial statements
- Forecasting & Budgeting

Statutory Filings

- E-filing of Income Tax Return
- E-filing of excise return, service tax return, VAT return
- Maintaining of all excisable record regarding CENVAT credit and Input tax credit

- Filing of SAD refund application to relevant custom port as per notification No.102/2007
- Filing of excise refund application in respect of input used in quantity of export sale

Payroll Services

- Setting up payroll accounts
- Preparation of monthly payroll
- Statutory employee deductions
- Withholding taxes

Project Illustrations

*Check credentials of a **Hosiery business** that had applied to a leading bank for loan facilities*

We conducted on-site searches at the subject business facilities and verified documents from public filings. In our investigation it was revealed that the subject business had put up a sham show in the name of facilities and a number of documents submitted to the bank were fabricated. Moreover, the owner of the business was under investigation by federal agencies for multiple frauds.

*Leading **Pharmaceutical Company** in India gave us mandate to assess the security of the information systems of its facilities*

The system failed to deliver as we instituted special tests to check its defense and robustness. The facility had prepared Standard Operating Policies (SOP) without much thought to the practical operating environment. We developed a new set of SOPs.



*Leading **PVC flooring manufacturer** who had borrowed from a consortium of banks was delaying in making loan repayments and was requesting additional limits*

We carried out a working capital audit that revealed the subject business had over stated inventory and receivables. The realizable export benefits on the audited accounts were physically unavailable. Based on our findings, our client bank was able to force the subject business to repay their existing outstanding.

***IT support service** business was soliciting investments from one of our global clients. The client wanted an assessment on the subject business before considering the investment proposal*

Our intelligent data gathering revealed that the main promoter of the company was involved in another business that had defaulted in making repayments to a number of Indian banks.

Associate



Vivek Parti & Co
Chartered Accountants

A boutique professional services firm, since 1984, that provides Auditing, Tax planning, Compliance and Business consulting services. The firm has a team of highly qualified personnel. Being a general practice firm, it operates across all industries. The service list includes:

Audit: Statutory audit/ Internal audit/ Tax audit/ System audit/ Business processes audit

Tax Advisory: Indirect tax rationalization/ Direct tax planning/ Compliance

Trust/ Society Accounts: Setting up public/ private trust, planning for businesses operated by non-profit organizations, maintain books of accounts, filing taxes, administration of property owned by trust/ society, foreign contribution acceptance and compliance and other incidental objects to efficiently assist in managing trusts or societies.

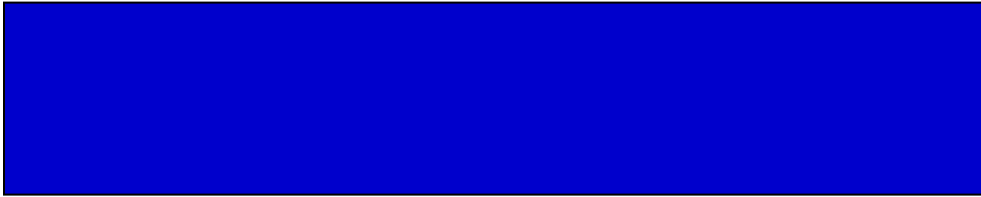
Business Practices: Corporate Governance/ Listing Agreements/ Corporate Social Responsibility reporting (CSR)/ Achieving business objectives/ Risk management strategies.

Transfer Pricing: Arm's length pricing/ Determination of associated business entity/ Maintaining records/ Certification

Controls & System Assurance: System design/ Implementation/ Standardization of documentation

Business & Legal Consulting: Identifying businesses/ Evaluation of opportunity/ Deal execution/ Litigation support/ Management consulting

Doing Business in India: Business registration/ Regulatory compliance/ Business support services



FOR FURTHER CLARIFICATIONS



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