



TRUEE GLOBAL FINANCIAL SERVICES (P) LTD.

CORPORATE PROFILE

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BRANCHES

MUMBAI & DELHI

SPECIALISATION

<ul style="list-style-type: none">• TEV/Due Diligence Studies• Arrangement /Sourcing of Funds• NPA Cases: Revival , Restructure & Strategic Planning	<ul style="list-style-type: none">• Preparation of Project Reports• One Time Settlement (OTS)• Resolution of Stressed Assets• Insolvency Advisory Services
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Empanelments

<ul style="list-style-type: none">• State Bank of India (TEV)• Bank of Baroda (TEV)• Corporation Bank (TEV & DDR)• PFC Consulting Ltd (TEV)• Central Bank of India (TEV)• UCO Bank (TEV)• Punjab & Sind Bank (DDR)	<ul style="list-style-type: none">• Andhra Bank (CPV)• Asset Reconstruction Company (India) Ltd. (ARCIL) (Enforcement Agent)• State Bank of India (Resolution Agent)• Allahabad Bank (Recovery Agent)
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EMPANELMENTS

- Truue Global Financial Services (P) Ltd. is empanelled with many Banks and Financial Institutions to carry out Techno Economic Viability (TEV) studies, Due Diligence Report(DDR), Contact Point Verification (CPV), Enforcement of Recovery, Recovery Agent and Resolution Agent:-

A. Techno-Economic Viability Studies (TEV):-

- i) State Bank of India
- ii) Bank of Baroda
- iii) Corporation Bank
- iv) Central Bank of India
- v) PFC Consulting Ltd.
- vi) UCO Bank

B. Due Diligence Report (DDR) & Contact Point Verification (CPV):-

- i) Corporation Bank
- ii) Andhra Bank
- iii) Punjab & Sind Bank

C. Enforcement Agency for Recovery :-

- i) ARCIL

D. Recovery & Resolution Agent:-

- i) Allahabad Bank
- ii) State Bank of India

E. Insolvency Advisory :

- i) National Company Law Tribunal (NCLT)
- ii) Insolvency and Bankruptcy Board of India (IBBI)



A. INTRODUCTION

TRUUE Global Financial Services (P) Ltd. (“TRUUE”) apart from others, is in the business of providing advisory services to the entire spectrum of players (viz. Banks, Financial Institutions, NBFCs), large Corporates, SMEs, Young Entrepreneurs, Family owned Businesses and others. It is a finance advisory firm offering Financial Syndication & Advisory services, Techno Economic Viability Studies, Due Diligence and Resolution of Non Performing Assets.

With a strong Indian presence and relationships, “TRUUE” has been a Finance Advisory Firm of choice both for companies who are scouting for funding solutions in India and for Indian companies looking at strategic funding options internationally. We have assisted numerous domestic businesses in creating value for their stakeholders by providing timely access to tailor made financial solutions. The company has been active in arranging negotiated settlements, One Time Compromise payments, Corporate Debt Restructuring and arranging for disposal of Sick Companies.

We have the expertise to assist Banks, Financial Institutions, Corporates and Investors in achieving enhanced and accelerated results through the rehabilitation and recovery of Problem Loans. While arriving at compromise settlements, it is our attempt to arrive at a WIN-WIN solution for the Banks/ FIs and Corporates.

We are sector agnostic and work across many industry verticals such as Dyes, Chemicals and Intermediates, Metals and Mining, Manufacturing, Telecom, Logistics, Realty, FMCG Products, Pharmaceuticals, Clinical Research Outsourcing etc.

THE COMPANY

TRUUE is a private limited company incorporated in 2007 as TRUUE ASSET MANAGEMENT SERVICES (P) LTD. Later on in 2012, the name of the company was changed to TRUUE GLOBAL FINANCIAL SERVICES (P) LTD.

The Company is engaged in Finance Consultancy Services involving:

- Preparation of Detailed Project Report
- Techno-Economic Viability studies
- Project Appraisals
- Capital Structuring
- Legal Due diligence
- Syndication of Funds
- Resolution of Stressed Assets
- Financial Due Diligence
- Contact Point Verification
- Insolvency Advisory Services
- Restructuring



B. MANAGEMENT / TEAM

Board of Directors:

1. Mr. C.P. Jain, FCA
2. Mrs. Shashi Jain
3. Ms. Nikita C Jain

1. Mr. C. P. Jain is a Chartered Accountant (FCA) by profession with about three decades post qualification experience. He is the **Founder Director of “TRUUE”**. He has served some of the leading companies at senior management level including VADILAL Financial services Ltd., Gujarat Gas Co. Ltd., Ganesh Benzoplast Ltd. etc. He has extensive experience in the field of finance, taxation and Management. His key areas are fund mobilization by way of debt **and equity routes, project appraisal, project vetting and project management. In last 30 years of professional career he has acquired**rich experience in almost all facets of Finance i.e. M & A, Capital Structuring, Strategic Planning and various Management Consultancies viz. Resolution of Stressed Assets. He is a qualified Insolvency Professional (Regd. with Insolvency & Bankruptcy Board of India).
2. Mrs. Shashi Jain is commerce Graduate and is managing the day to day operations of the company. Her key areas are Administration, HR, investment analysis and coordination.
3. Adv. Nikita Jain, BBA, LLB (Hons.), CS has good experience in the matters related to SARFAESI, DRT, BIFR and Legal Due Diligence.

The Board of Directors is assisted and guided by an **Advisory Board** comprising of reputed former Senior Bankers (Ex-CGM, AGM) and a former Sr. Govt. Officer. The Board has extensive experience in handling Corporate Credit, Resolution of Stressed Assets and Human Relations.

TRUUE is further assisted by a large **Team of Professionals** with good experience in the field of Finance, Stressed Assets Resolution, Legal, and Administration and Engineering fields. The team consists of about 10 Chartered Accountants, 5 MBAs, Legal professionals, ex-bankers, MCA, Engineers and Company Secretaries.



C. BUSINESS ACTIVITIES, EXPERTISE

TRUUE is engaged in offering services in the area of preparing project reports, due diligence and techno-economic study of green field and existing projects, Credit Advisory, CDR and Stressed Assets Management. Main verticals of its activities can be segregated into the following:

a) Techno Economic Viability (TEV) Studies, Project Report Preparation, Appraisal & Due diligence:

To understand the need of entrepreneurs and help them in fund raising, preparation of Detailed Project Report (DPR) is one of the key activities of TRUUE. In last 18 years, we have prepared more than 150 Project Reports worth more than Rs. 15000 Crores covering all kinds of organizations ranging from Micro to Small to Medium and Large categories. The reports are always prepared by an in-house team.

We have been engaged by our clients for TEV Studies, Project appraisals and Due diligence of new/expansion projects for the purpose of availing institutional finance/public equity issue or for availing government incentives for new industries/modernization of existing industries. **Currently the Company is empanelled with State Bank of India, Corporation Bank, Central Bank of India, Bank of Baroda, UCO Bank and PFC Consulting Ltd. for carrying TEV Studies and Due diligence.**

b) Advisory Services for Non-Performing Accounts (NPA) or Stressed Accounts:

TRUUE is actively engaged in advisory services related to stressed assets. It has handled large corporate accounts which became NPA and advised in the matter of revival and restructuring. Some of the services offered by TRUUE can be summarised as under:

- I. Revival & Restructuring:
- II. Settlement with the Banks and ARCs
- III. NPA funding:.
- IV. **The Company is empanelled with ARCIL, Allahabad Bank, State Bank of India for Stressed Asset Resolution studies**



c) Credit Ranking Advisory and Credit Evaluation Services:

SME or SSI India in general, cannot afford to hire senior finance professionals to look after finance on daily basis and also the expertise to do credit evaluation independently. Any proposal for such credit finance or loan would require all financial information to be submitted to Bank/Institutions, Investor or Credit Rating Agency. Based on their Credit evaluation they decide interest rate on the facility. Our “Indicative Credit Ranking Report” provides guidance for improvement in ratings of the company which helps not only in smooth fund raising but also at cheaper cost.

d) Corporate Advisory Services: TRUUE provides restructuring advisory services to companies and its stakeholders-lenders, investors, etc. in under-performing companies and The companies experiencing liquidity problems, in all sectors and in all markets. We support you in managing work-out or turn-around processes and in allocating capital and investment — evaluating your business plans objectively. Drawing on our deep insights, we devise strategies to address potential covenant breaches, negotiating with stakeholders and complying with insolvency and other requirements

Specifically, we are engaged in providing assistance to Corporates in arranging Debt and Equity solutions: viz;

DEBT SOLUTIONS

- Project Finance
- Term Loans,
- Working Capital Finance
- Corporate loans,
- Promoter Funding Facilities,
- FCNR (B) Loans,
- Equipment Finance,
- Non Convertible Debentures,
- NPA Resolution and Recovery Services

EQUITY SOLUTIONS

- Capital Market Services,
- Private Equity and Venture Capital Funding
- Overseas Borrowings
- External Commercial Borrowings
- Foreign Currency Convertible Bonds



D. INFRASTRUCTURE , NETWORK

a) Business Network:

The group is managed by its Head Office in Ahmedabad and has its own branches in Mumbai, and Delhi also. Currently the Company is having its presence in more than 35 cities through its' "Business Partners". It is expected to expand the reach by adding a few more Business Partners in near future.

b) Infrastructure:

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Branch Office (Mumbai)	23, Laxmi Office Premises, Goa Street Ballard Estate, Fort Mumbai – 400038 Contact Person : Mr. Avinash Manoji Mobile: +91-9850082538 ; Email: avinash@truee.in ; amtrueeglobal@gmail.com
Branch Office (Delhi)	1417, 14th Floor, Ansal Towers, 38, Nehru Place, New Delhi-110019. Contact Person : Mr. Sameer Relia, Mobile : +91-9810088369 ; Email : relia18@gmail.com



E. ASSIGNMENTS HANDLED

TRUUE has handled large number of banking assignments given by: State Bank of India, Canara Bank, Dena Bank, Exim Bank, IDBI Bank, Bank of India, Punjab National Bank, Indusind Bank, UCO Bank, Bank of Baroda, Bank of Maharashtra, Corporation Bank, Oriental Bank of Commerce, Union Bank of India, Allahabad Bank, Indian Bank etc.

TRUUE has been empanelled by Allahabad Bank and State Bank of India as Resolution/Recovery Agents.

F. KEY HIGHLIGHTS

- ✦ TRUUE Global Financial Services (P) Ltd. (“TRUUE”) is a boutique financial solution firm (both Debt & Equity segments) offering financial Syndication & Advisory services to upcoming, small and medium entrepreneurs. With its good research capabilities and relationships, it leverages to add optimum value to its clients. To understand the need of entrepreneurs and helping them in fund raising, preparation of detailed project reports is one of the key activities of TRUUE.
- ✦ TRUUE has been engaged in providing assistance to Banks and Financial Institutions in the Management of Stressed Assets by way of One Time Settlements, Corporate Debt Restructuring, etc. We have been instrumental in various complicated assignments relating to the payments distribution and recovery from disposal of Sick Companies.
- ✦ With a strong Indian presence and relationships, “TRUUE” has been an investment bank of choice both for companies who are scouting for funding solutions in India and for Indian companies looking at strategic funding options internationally. We have assisted their stakeholders by providing timely access to tailor made financial solutions.
- ✦ “TRUUE” group has a team of dedicated professionals at its offices in Delhi, Mumbai, Indore and Pune along with corporate office at Ahmedabad & associates located across key markets in India, Singapore, UAE and Europe.
- ✦ “TRUUE” is empanelled with PFC Consulting Limited (wholly owned subsidiary of Power Finance Corporation), Bank of Baroda, UCO Bank, Central Bank of India and Corporation Bank for TEV Studies.
- ✦ We are sector agnostic and work across many industry verticals such as Dyes, Chemicals and intermediates, Metals and Mining, Manufacturing, Telecom, Logistics, realty, FMCG Products, Pharmaceuticals, Clinical research Outsourcing, etc.
- ✦ Our client profile ranges from early stage ventures to privately held small fast growth firms to large Corporates. We work mainly with mid-market and high growth companies with the aim to taking them to the next level in the growth curve by providing “out-of-the-box” corporate finance solutions and advisory services.



- ✦ Genuine Funding Solutions to create value & make a difference.
- ✦ Promoted and managed by team of professionals from the field of Chartered Accountants, MBAs and Marketing field. The promoters have syndicated debt to the tune of Rs. 10000 cr. for Corporates with Pan India presence in field of infrastructure, aviation, dyes and Chemicals, textile, Construction, Steel, Mining and Real Estate. In the last 20 years, we have prepared more than 150 Project Reports worth more than Rs.15000 Crores.
- ✦ 30+ years of Experience in debt syndication and equity placements.
- ✦ Close relationship with leading Banks, FI's, MF's and FII's.
- ✦ Successful track records with over 75 Corporates.
- ✦ Supported by a network of Chartered Accountants and MBA's ensuring best financial solution to the client.
- ✦ 15+ ongoing projects at various stages of completion
- ✦ National and International presence of its associates ensure the best solution for the clients;
- ✦ Fund-Raising
- ✦ Mergers and Acquisitions
- ✦ Corporate Restructuring
- ✦ Resolution of Stressed Assets
- ✦ Factoring and Loans
- ✦ Equity Placement
- ✦ Rating Improvement Advisory services
- ✦ Project Appraisal, Vetting and Due Diligence Study
- ✦ Techno-Economic Viability (TEV) Studies
- ✦ Strategic Financial solutions in complex Financial markets
- ✦ Insolvency Advisory Services

Relevant experience in the area of TEV Study report preparation

Name of the Company	Sector	Assignments
UB Engineering Limited , Pune	Engineering	By Corporation Bank
Vibha Agrotech Limited, Hyderabad	Agrotech	By the Client
Prajay Engineers Syndicate Limited, Hyderabad.	Real Estate Development	By the Client
Sarthav Infrastructure Pvt. Ltd. , Ahmedabad.	Real Estate Development	By the Client
VIL Limited, Lucknow	Infrastructure	By the Client
Sudar industries Limited, Mumbai	Textiles & Chemicals	By Bank of Maharashtra
Shiva Structures Pvt. Ltd., Aurangabad.	Infrastructure	By Bank of Maharashtra
Pradip Overseas Ltd., Ahmedabad	Textile	By the Client
Sanstar Limited, Ahmedabad	Agro Chemicals	By the Client
Pyramid Recycling & Reprocessing Pvt. Ltd. , Mumbai	Rubber Recycling	By the Client
Kandla Energy & Chemicals Limited – Ahmedabad	Petrochemicals	By the Client
Narmada Concast (P) Ltd., Bhavnagar	Steel	By Corporation Bank
4care Life sciences Pvt. Ltd., Ahmedabad	Pharmaceuticals	By Corporation Bank
M/S Subico Food Products- Palanpur (B.K)	Food	By Central Bank of India
Jalan Group, Pune	Real Estate	By Bank of Maharashtra
Jadeja Industries Limited	Furniture Industries	By Corporation Bank