



Genuine Funding Solution Partner

Dependable Financial Solution Provider



SPECIALISATION

Arrangement, Sourcing & Syndication of Funds
Corporate Debt Restructuring (CDR)
Financial Advisory Services

www.trueue.in



CORPORATE PROFILE

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. TRUUE is a part of group comprising professionals like ex- Bankers, Chartered Accountants, MBAs, Engineers, Lawyers, MCA and various other streams.

TRUUE is in the business of providing advisory services to entire financial spectrum viz Banks, Financial Institutions, NBFCs, large Corporates, SMEs, young entrepreneurs, family owned businesses and others. It is boutique finance advisory firm offering Financial Solutions, Advisory Services, Techno Economic Viability Studies, Due Diligence, CDR, OTS and Resolution of Non Performing Assets.

With strong Indian presence and relationships, TRUUE has been an investment bank of choice both for companies who scout for funding solution in India, for Indian companies looking at strategic funding options internationally and for companies under stress looking for strategic planning and debt restructuring. We have assisted numerous domestic businesses in creating value for their stakeholders by providing timely business specific financial solution.

We have the expertise to assist banks, Corporates and investors in achieving enhanced and accelerated results to arrive at WIN-WIN solutions for all stakeholders.

TRUUE has a team of dedicated professionals at Ahmedabad and associates located across key markets in India, Singapore, UAE and Europe through whom our contacts and relationships with Banks/FIs and clients have been maintained.

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

VISION

To be the first and most innovative financial solution platform and one stop solution provider for all size businesses, effectively catering to all financial needs and advisory services to improve their overall performance and accelerate their journey towards becoming achiever par excellence at affordable cost.



VALUES

'Quality is not an act, it is a Habit' is the foundation of providing our professional services. We are dedicated and committed to assist the organizations to strengthen their corporate strategies. We uphold our professional values of embedding and weaving the thread of quality in every aspect of our action. To us quality is a journey and not destination. Quality means guiding and making informed decisions through enhanced knowledge which lead to sound judgments and maintain professional ethics & code of conduct leading to provide value added contribution to our clients' success in their businesses.

CLIENT PROFILE

Corporates based pan India with turnover size ranging from Rs 5 Crores to Rs 50000 Crores in Large & MSME segments and different product verticals.





MANAGEMENT TEAM

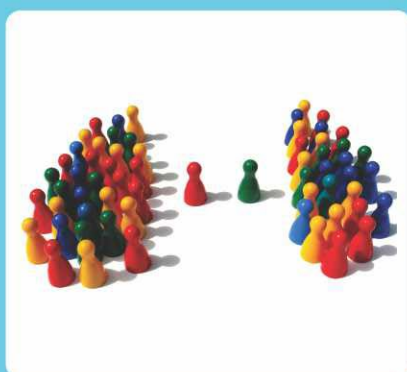
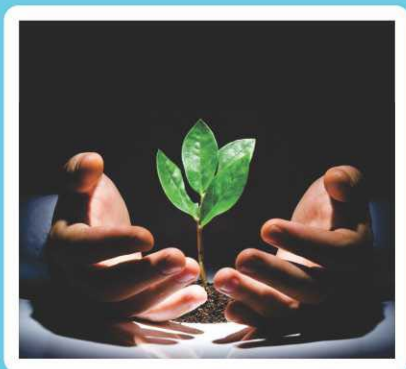
Mr C P Jain is a Chartered Accountant (FCA) by profession with about 3 decades of post qualification experience. He is Founder Director of Truue. He has served some of the leading companies at senior management level including Vadilal Financial Services Ltd, Gujarat Gas Co Ltd, Ganesh Benzoplast Ltd etc. He has extensive experience in the field of finance, taxation and Management. His key areas of expertise are fund mobilization by way of debt and equity routes, project appraisal, project vetting and project management. In last about 30 years of professional career, he has acquired rich experience in almost all facets of finance like M&A, Capital Structuring, Strategic Planning and various management consultancies viz. Resolution of Stressed Assets, CDRs etc.

Mrs Shashi Jain and Mr Romil Singhal are other Directors of the company having experience in Administration, HR, Investment Analysis, Coordination, Business Development and Marketing Strategy. The Board of Directors is assisted and guided by an Advisory Board comprising reputed former Senior Bankers and a former Senior Govt. Officer.

TRUUE has larger team of professionals comprising CAs, MBAs, Legal Professionals, Ex-Bankers, MCA, Engineers and CS to run the operations of the company on day to day basis. These professionals have rich domain experience core competencies to handle versatile and diverse assignments.



PRODUCTS & SERVICES



• Debt Solutions

- Project Report Preparation, TEV Report Preparation, appraisal & Due Diligence.
- Term Loan Syndication.
- Raising Term Finance & Working Capital Facilities.
- Raising Corporate loans, Debentures & Bonds.
- Raising Overseas Debts like ECB, FCCB, and FCTL.
- NPA Resolution and Recovery Services, CDR, OTS.

• Equity Solutions

Assist companies to access funds from

- Private Equity and Venture Capital
- Angel Investment
- IPO

To provide expert advice on management strategies, structures and processes.

• Strategic Financial Solutions

- Capital Structuring
- Debt Recasting, Restructuring and Rescheduling.
- Corporate Restructuring
- Advising Corporates in their inorganic growth strategy.

• Stressed Assets Resolutions

- Advising integrated solutions to companies for structured turnaround, arbitration, OTS, Negotiations etc.
- Preparation of CDR package and help companies negotiating the same with bank consortium for revival.
- Associate and work with various banks and Asset Reconstruction Companies (ARCs) on specific NPA cases and portfolio cases.

• Mergers & Acquisitions

- Providing clients research based, customized, innovative and implementable solutions in M&A.
- Assist companies in encashing the value that has been created over period of time.

• Credit Ranking Advisory & Credit Evaluation Services

- Assist companies in Credit Evaluation and advising in improving credit rating.
- Advising companies in Credit Evaluation and improvement in credit rating.
- Advising companies in presentation, analysis and evaluation of financial performance to help in getting cheaper funds.



INFRASTRUCTURE & NETWORK

TRUUE has excellent infrastructure at Ahmedabad and has capability to deliver satisfactory services in the field it is engaged.

The group is managed by its Head Office in Ahmedabad and has its presence in more than 35 cities through its' 50 "Business Partners" at Agra, Ahmedabad, Bangaluru, Bhavnagar, Bijapur, Burhanpur, Chandigarh, Chennai, Coimbatore, Coochbehar, Cuttack, Delhi, Gandhidham, Gandhinagar, Hyderabad, Indore, Jaipur, Jabalpur, Kochi, Kolkata, Mahesana, Mumbai, Nagpur, Nasik, Noida, Pune, Raipur, Rajkot, Surat, Trichy and Vadodara. The network is continuously expanding and strengthening to cover other cities of the country.

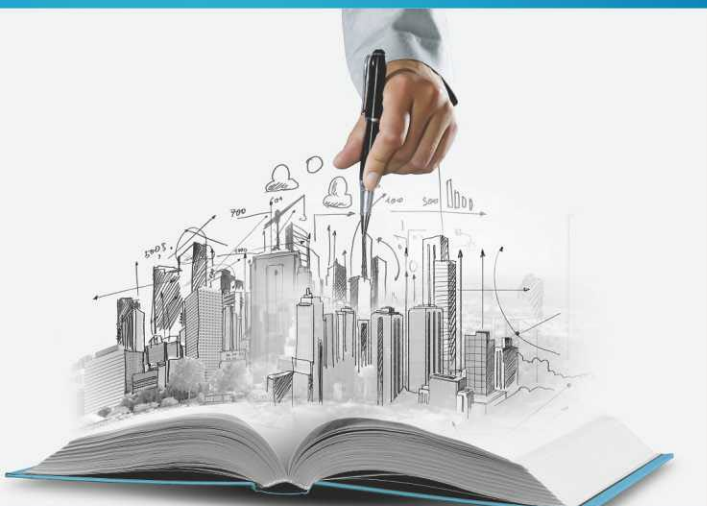
LIST OF CORPORATES WHERE WE ARE CURRENTLY ENGAGED IN STRESSED ASSETS RESOLUTION (CDR, RESTRUCTURING, OTS, etc.) & TEV

- ▶ Kiri Industries Limited, Ahmedabad
- ▶ Brightland Resorts, Matheran
- ▶ Cima Shyam Springs (P) Ltd., Vadodara
- ▶ Avant Developments (P) Ltd., Delhi
- ▶ ATS Infrastructure Ltd., Noida
- ▶ Jay hind Projects Ltd., Ahmedabad
- ▶ Jyoti Power Corporaion (P) Ltd., Ahmedabad
- ▶ Ahimsa Industries (P) Ltd., Ahmedabad
- ▶ Neocorp Intl. Ltd., Indore
- ▶ Nandan Exim Ltd., Ahmedabad
- ▶ Choice Laboratories Ltd., Sidhhpur
- ▶ Sarthav Infrastructure (P) Ltd., Ahmedabad
- ▶ Chromatic India Ltd., Mumbai
- ▶ Ruchi Soya Industries Ltd., Indore
- ▶ Resurgere Mines and Minerals (India) Ltd.
- ▶ Vibha Agrotech Ltd., Hyderabad
- ▶ Seed Innovations Private Ltd., Hyderabad
- ▶ Shree Shakti Hospitals (P) Ltd., Pune
- ▶ Mira Organics & Chemicals Ltd., Chennai
- ▶ Divij Infra Projects (P) Ltd., Delhi
- ▶ Pradip Overseas Ltd., Ahmedabad
- ▶ Shree Ram EPC Ltd., Chennai
- ▶ Archon Engicon (P) Ltd., Ahmedabad
- ▶ Comfort Living (Hotel) Pvt. Ltd., Jaipur
- ▶ Sanstar Ltd., Ahmedabad
- ▶ Asian Tubes Ltd., Ahmedabad
- ▶ DCS Ltd., Hyderabad
- ▶ VIL Ltd., Lucknow
- ▶ Adani Wilmar Ltd., Ahmedabad
- ▶ Shree Shakti Hospitals (P) Ltd., Pune
- ▶ Bloom Dekor Limited, Ahmedabad
- ▶ Nusun Genetic Research Ltd., Hyderabad
- ▶ Prajay Engineers Syndicate Ltd., Hyderabad

The group concerns are empanelled with many banks and have 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, UCO Bank, Bank of Baroda, Bank of Maharashtra, Oriental Bank of Commerce, Union Bank of India, Indian Bank and many more banks.



KEY HIGHLIGHTS



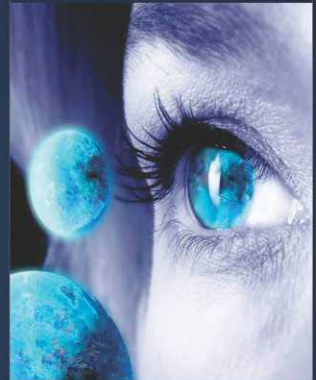
- ▶ The company promoted by Mr C P Jain having more than 30 years of experience and expertise in funding solutions.
- ▶ Providing host of services like TEV Study, Due Diligence Study, Projects Appraisal, debt solutions, equity solutions, strategic financial solutions, stressed assets resolutions, OTS, M&A and credit ranking & advisory services.
- ▶ Specialisation in Sourcing & syndication of funds, Corporate Debt Restructuring (CDR) and Financial Advisory services.
- ▶ Competent team of professionals to provide fast, accurate and customized solutions.
- ▶ Having excellent infrastructure and network across India and abroad.
- ▶ Successful track record with over 75 Corporates.
- ▶ Close relationship with leading Banks, FIs, MFs and FIIs.
- ▶ Corporate Office at Ahmedabad and offices at Delhi, Jaipur, Banswara, Bhilwara, and Associates located across various cities in India, Singapore, UAE, and Europe.
- ▶ Sector agnostic and work across many industry verticals

GROUP CONCERNS

- ▶ C. P Jain & Co., Chartered Accountants
- ▶ TRUEUE Ventures Pvt Ltd
- ▶ Camel Technologies Pvt Ltd

www.cacpjain.com
www.trueue.in
www.camelfinance.com

Develop Sound Financial Plans



Products & Services

- Debt Solutions
- Strategic Financial Solutions
- Equity Solutions
- Stressed Assets Resolutions
- Mergers & Acquisitions
- Credit Ranking Advisory Services



TRUEUE GLOBAL FINANCIAL SERVICES (P) LTD.

Regd. Office: D-501, Ganesh Meridian, Opp. High Court, S. G. Road, Ahmedabad – 380060 (Gujarat)
Phone: 079-40371758 | Mobile: 91-8128995190