



Simanor

NO BORDERS...

Enabling the free flow of capital, technology and resources

“Sima” in Sanskrit means boundary or limit. Simanor, as the name implies, means there is no limit. There are no limits to what can be achieved today, and no borders that limit companies from expanding globally. Simanor helps clients to achieve their global strategies and goals across sovereign borders.

Simanor professionals have successfully closed deals and have proven expertise in the following industries:

- Information Technology
- Business Process Outsourcing
- Food Processing
- Agribusiness
- Consumer Goods
- Healthcare
- Retail
- Engineering
- Telecommunications
- Infrastructure

We have the right mix of strategic, financial and operational experience to provide you the wide range of business advisory services necessary for you to achieve your goals. Simanor maintains a global network of contacts with senior industry executives, investment banks and private equity firms. Our professionals work very effectively in diverse international business environments with the utmost sensitivity to local cultures and business practices.

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Services

Simanor is a business advisory firm serving clients in India and the US. Our principals have deep-rooted relationships in both these countries across multiple industries. For businesses seeking to expand and diversify, we actively assist executives in developing specific goals, detailed functional action plans, and internal advocacy needed to identify, capture and implement profitable investment opportunities that build shareholder value. Our work encompasses a broad range of tasks, from preliminary assessment to detailed analysis, and implementation of strategic initiatives and successful closing of transactions. Our main value proposition lies in the unique approaches we take and attention to detail we give to each client and project.

Our Advisory Services include the following:

Buy-side Engagements

- Review client's growth objectives, and develop acquisition criteria.
- Identify potential target companies that meet criteria, and assist client in prioritizing targets to pursue.
- Initiate contact with target, convey client's interest and rationale, and present a convincing value proposition.
- Provide preliminary valuation analysis and deal structure options.
- Assist in preparing non-binding letter of intent.
- Assist in due diligence, negotiations, and post merger integration planning.
- Provide input to legal counsel in preparation of definitive agreements.

Sell-side Engagements

- Review seller's objectives, expectations, and desired transaction structure.
- Prepare blind business profile and confidential information memorandum.
- Advise client in selection of potential strategic and financial buyers to target, and initiate contact with potential buyers.
- Drive the sale process, due diligence, facility visits, and analysis of offers.
- Assist in negotiating price and other key terms.
- Provide input to legal counsel in preparation of definitive agreements.

Additionally, we develop market entry strategies for clients who wish to expand in India or the US. We evaluate market size and growth prospects, develop profiles of key players in relevant segments, conduct SWOT analysis, and recommend mode of entry. We also identify potential partners when necessary, and assist in all aspects of establishing a JV or strategic alliance. We also assist clients seeking financing for their organic or inorganic growth strategies. We use our vast network of Commercial Banks, PE & VC Funds, Family Offices, etc., to identify the most appropriate financial partners for our clients.

Experience

Representative Transactions Closed Recently

Sell-side

- Virginia-based Medical Transcription company (US)
- Super-premium Ice Cream company (US)
- Ethnic Prepared Foods company (US and India)
- Broadcasting company (US)
- Online Roommate matching software company (US)

Buy-side

- Healthcare IT and BPO company (US and India)
- Snack/nutrition bar brand (US)
- LA-based Medical Transcription company (US)
- Seafood producer, wholesaler & retailer (US)
- Commercial Real Estate portfolio (US)

Representative Current Transactions

Sell-side

- Biodiesel company (India)
- Dairy company (India)
- CAD Software company (US)
- Fertilizer company (US)
- Food Processing company (India)

Buy-side

- Healthcare IT & BPO company (US and India)
- Alternative Investment Management firm (US)
- Frozen Food company (US)
- Education Publishing company (US)
- Manufacturing Holding Group (US)

Our Team

US Management Team



Divakar Kamath – Managing Director

Divakar Kamath has been a fund manager in the PE and VC industry for over 31 years. Before joining Simanor, Divakar was a General Partner of Pacesetter Capital Group based in Dallas, TX. He has served on the Boards of Glow Networks, Inc., Trans-Global Technologies, and Biogenex Laboratories, and served as the Chairman of the National Association of Investment Companies (NAIC). Divakar graduated with an MBA from UCLA, an MS from Stanford University, and a B.Tech degree from IIT, Bombay.



Viji Sampath – Managing Director

Viji Sampath has over 25 years of corporate and management consulting experience in the food and agribusiness industry, in M&A and international business development. He held senior positions at major food companies including ConAgra, and served as a Senior Manager at PWC. Viji has initiated and executed M&A and JV transactions in the US, India, Australia, Dubai, and South Africa. He has served on the Board of Directors of two publicly traded companies: Monterey Gourmet Foods, Inc. and ITC Agro-Tech Ltd. Currently, Viji is advising two startup food technology companies. Viji has a B.Tech degree from the University of Madras, India, and MS and MBA degrees from Illinois Institute of Technology, Chicago.



Robert Yingling – Managing Director

Robert (“Bob”) Yingling has over 25 years of experience that includes senior management roles and Board of Director positions, at both public and private companies, as well as work in public accounting. He has extensive SEC reporting experience and has led an IPO. Bob’s industry experience includes publishing & new media, high-tech, distribution and financial services industries at both start-ups & international companies. Bob started his career as an auditor at Arthur Andersen & Co., and later worked in senior financial management roles at several companies. He currently serves as the Audit Committee Chairman of the Board of Directors of Gleacher & Company. Bob is a CPA and Member of AICPA. He received his MBA from Columbia Business School.



Srinath Geedipalli, CM&AA – Director

Srinath (“Sri”) has over 12 years of professional experience in Operational, Business Development and Finance roles in multiple industries. Prior to joining Simanor, Sri worked as a Director at Trustus Business Advisors, LLC an Indo-US business advisory firm. During the past year, Sri successfully closed four M&A transactions in the Healthcare, IT & BPO industries, and has originated several more. Earlier, Sri held management positions at two healthcare and software companies. He is a Certified M&A Advisor (CM&AA) and a member of the Alliance of M&A Advisors (AM&AA), TiE - New Jersey, and NYU Stern Alumni Club. He holds an MBA degree from NYU Stern School of Business (Honors), an MS in Engineering Management from the University of Missouri (Dean’s Fellow), and a B.Tech from JNTU College of Engineering, India.



Suresh Arya – Director

Suresh Arya has over 20 years of experience as an entrepreneur and business advisor. He founded two companies: Imbot, a voice messaging firm, and Anisoft, a systems integration consulting firm. As a partner at Klick Capital, he invested in three startup companies. He completed the sale of a US-based RFID secure wristband company to an Indian public company. More recently, Suresh successfully advised three BPO Companies based in the US and India on M&A transactions. He is an advisory board member to the NJ Meadowlands Commission Green Business Accelerator and a member of IEEE and TiE. Suresh holds an MS in Computer Engineering from Manhattan College and a BE from Bangalore University.



Kenneth Gross, CFA – Director

Ken’s primary experience is in providing advisory services to debtors and creditors in financial transactions. He has worked on projects in a wide range of industries and has experience in analyzing business plans, financial performance and projections, capital structures, asset sales, liquidity needs, and bankruptcy Section 363 asset sales. Until recently, Ken was a director at FTI Consulting. Prior to that, he worked at Loughlin Meghji + Company and Citigroup. Ken holds an MBA from NYU Stern School of Business and a BS from SUNY at Albany. He is a Certified Insolvency and Restructuring Advisor (CIRA) and a Chartered Financial Analyst (CFA).

India Management Team



Surender Reddy – Director

Surender has over 30 years experience in development banking, project finance and management consulting. He has been a Board member at over 10 Indian companies and organizations. He is also a Senior Counsel at Tempus Law Associates and an adjunct faculty at top business schools. Until recently, Surender served as an advisor to APSFC and APITCO based in Hyderabad. Earlier he was a Deputy General Manager at IDBI (India's largest development bank) and a Senior Project Consultant at Marubeni Corporation. Surender has an M.Tech degree in Mechanical Engineering from IIT, Madras, a PGDPEM from IPE, Hyderabad, and an LLB from Osmania University, Hyderabad.



Manoj Garga – Director

Manoj has over 20 years of financial and management experience in India and Europe, focusing on food and retail industries. He most recently was associated with Metro Group of Germany as CFO for its Czech Republic & Slovakia operations. Prior to that he led Metro's India entry strategy and served as CFO and Board Member of Metro Cash & Carry, India. Previously Manoj worked as Vice President-Finance & CFO of ITC Agro Tech, and managed the process of its eventual sale to ConAgra. Earlier in his career, he held key Finance positions at Essar World Trade Ltd. and Britannia Industries Ltd. Manoj is a member of the Institute of Chartered Accountants of India.



R. Ramachandran – Director

Ramachandran has over 25 years of experience as a Company Secretary, Business Advisor and Senior Manager. Recently, he worked as CEO at E-Merge Solution Private Limited, an M&A advisory services firm focused on SME companies. He also advised various PE firms on structuring and funding related issues in the real estate sector. His core expertise is in Indian Corporate Law, Secretarial Audit, and RBI regulations. He worked as a Company Secretary at Sify Technologies Ltd, a NASDAQ listed company. He is an Associate Member of The Institute of Company Secretaries of India. He graduated from University of Bombay with a degree in Commerce.



Devneet Bajaj – Vice-President

Devneet (“Dev”) has over 8 years of PE and IBanking experience and has worked on over 100 transactions. Most recently, he was a Principal at Paine & Partners, a US based PE firm with \$2.7 billion in assets, where he focused on investments in food & agribusiness, financial services, and general industrials. Previously, he worked at Citigroup where he provided M&A advisory & debt financing to PE firms. Prior to that, Dev worked at Banc of America Securities in their Real Estate IBanking Division. Raised in New Delhi, he graduated with a BS in Business Administration from the University of Southern California, Los Angeles (Magna Cum Laude).



Sravan Chaithanya – Senior Consultant

Sravan is experienced in Strategy Planning & Implementation, Sales & Marketing, Decision Support Systems (DSS), and CRM. In his earlier role as Manager-Business Development at John Deere, Sravan worked with senior management in formulating John Deere's India strategy and goals. He developed innovative DSS and processes that enabled John Deere to increase its market share from 4% to 16% in the state of Andhra Pradesh. Earlier, Sravan was Manager-Strategic Initiatives at Nuevora, an analytics firm. Sravan holds an MBA from IIM, Ahmedabad, and a B.Tech in Mechanical Engineering from IIT, Madras.

Senior Advisors



Richard Wottrich – Senior Advisor

Richard has over 30 years of experience in the financial services industry, and has managed over 200 transactions ranging from startups and private placements to middle market acquisitions and divestitures in the US and various global markets. Richard founded DSI Global M&A, an advisory firm based in Chicago, in 1992, where he is currently President & MD. He has also initiated M&A transactions in India and China. Richard is a Partner in International M&A Partners (IMAP), and has served as its Chairman and President. He was instrumental in taking IMAP to Europe. Richard is a graduate of Dartmouth College, NH.



S. V. Venkatesan – Senior Advisor

S. V. Venkatesan is currently Non-Executive Chairman of the Board of India Securities Ltd. His 24 year career with SBI included 7 years of international exposure, as part of which he setup the Offshore Banking Branch in Singapore in 1977. He later joined the Essar Group as Group Financial Controller, where he spearheaded the Finance function for the entire group, and was largely responsible for resource mobilization to fund major capital intensive projects. Currently, he serves as a Director at various Essar Group companies, Asia Motorworks, Lancor Holdings, Crompton Engineering, and Edelweiss Trustee Services. Venkatesan is a Commerce graduate (gold medalist) of Madras University.