



AYRA CAPITAL

- Small & Medium Enterprises (SME) Growth Solutions
- Knowledge Outsourcing (KPO) Solutions



ABOUT US

“Some people want it to happen, some wish it would happen, others make it happen.”

Michael Jordan

- We offer a comprehensive range of solutions to our clients which include SME growth solutions and knowledge process outsourcing (KPO) solutions
 - Our SME Growth Solutions are aimed at improving company performance and developing & implementing successful business growth strategies
 - We provide services that support chief executives, senior leaders and board of directors to transform their growth vision into reality and build successful companies with strong management capabilities
 - Our KPO Solutions cover a range of high quality and cost effective solutions for our clients, who include investment banks, investors and private equity funds
 - We deliver premier support to our clients, while providing a cost and time arbitrage; we work as an extended team to our clients, which allows them to focus on business development and to take on more engagements
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SME GROWTH SOLUTIONS

We collaborate with our clients to deliver effective and high value added growth solutions, thereby:

- Creating long term value for our clients and
- Ensuring sustainable growth

Planning for Growth	Growth Strategy; Market Entry Strategy <ul style="list-style-type: none"> • Formulate growth strategy • Competency mapping and SWOT analysis • Horizontal and vertical integration opportunities 	Business Plans <ul style="list-style-type: none"> • Targeted product mix • Competitive analysis • Identifying key revenue drivers • Assessing resource requirements 	Financial Projections <ul style="list-style-type: none"> • Detailed financial modelling projecting growth plans with sensitivity & scenario analysis • Detailed budgeting • Developing treasury & cash flow management policies
Organising the team for success	Organization Structure Redesign <ul style="list-style-type: none"> • Present & Future organisational structure • Map factors that define the culture of the company • Setting up of clear job descriptions 	Setting Departmental Objectives <ul style="list-style-type: none"> • Departmental objectives and annual business planning • Set KRAs and KPIs • Empowering employees 	HR Performance Management Solutions <ul style="list-style-type: none"> • Development & implementation of performance review systems • Devising Incentive Plans • Development of Employee Redressal System
Setting up the guidelines	Handbooks <ul style="list-style-type: none"> • HR Handbook • Marketing Handbook • Corporate Governance Handbook 	Process Flow Charts & Diagrams <ul style="list-style-type: none"> • Map business processes workflow & identify key areas to improve efficiency • Assigning responsibilities 	HR Performance Management Solutions <ul style="list-style-type: none"> • Setting up your purchase policy • Contract Processes • Supplier registrations • Vendor management guidelines
Managing growth	Internal Communication <ul style="list-style-type: none"> • Develop reference code system for the internal support teams to keep a track of requests generated 	Tracking Internal Requests <ul style="list-style-type: none"> • Develop a network of internal communication in between the primary operations and support functions 	Measuring Performance of Each Support Function <ul style="list-style-type: none"> • Generate CEO Dashboards • Comparison with budgets • Tracking the performance for the support functions • Identifying areas of poor performance & identifying solutions

OUR VALUE ADDS



As a small business owner you would continuously be facing one or more of these questions:

“What are my growth options and which ones should I focus on?”

“How do I measure performance? Both quantitative & qualitative?”

“How do I ensure that the success of my business model is not dependent on me getting involved in day to day operations?”

“How do I replicate my success to other locations / products and efficiently manage the growth?”

“What corporate governance measures should I bring in for better transparency?”

“Am growing rapidly, how should my organisation structure be designed? What do I do to retain talent?”

“Through our SME GROWTH SOLUTIONS, we work as a partner with you to help answer and implement solutions to questions like above”

SELECTED CASE HIGHLIGHTS

For our clients, we have evaluated **competition, competitive pricing structure, future trends, core competency mapping and SWOT analysis**, to help **crystallize the future growth direction**

Worked with a **Canadian mobile health company** to help **formulate it’s strategy for expansion in India**; helped in **identifying niches, core competencies and quick wins** for its growth plan

One of our startup clients was regularly **facing admin issues specially related to HR and marketing**, and was spending a lot of time in resolving them. Upon discussion with us, they also realized that they were open to **risks of unethical practices and negligence** in procurements and capital expenditures.

First step for us was to put in place a crisp, yet complete **handbooks for HR, Marketing and Corporate Governance practices** for the Company.



Through these thorough handbooks, the client:

- Ended up **saving a lot of time**
- Noticed **reduction in interdepartmental and intradepartmental resistances & unresolved issues**
- **Operational efficiencies** and a **better working environment**

It also directly communicated to the present & potential employees, **the culture that the founders wanted to build in the company**

Helped a **leading educational company in the UAE** in **analyzing unstructured & complex past data**, identified **trends**, built **comprehensive financial models**, and **created & implemented budgets**; this helped our client to **manage costs, analyze financial impact** of various decisions, **monitor financial health** and helped **taking corrective measures** midcourse

For one of our Middle Eastern Client, we helped **restructure the organizational structure, without compromising the cultural sentiments**, and implemented **company wide KPIs, KRAs & performance management system, delegating authority** and assigning **clearer job responsibilities**.

For a client, we installed a **system to analyze the internal requests generated with their IT department**. The **dashboards, generated** through the requests, **provided insights** that helped in **cutting down rate of requests, saving a lot of time and lead to higher operational efficiencies**. On success of the system with the IT department, the client installed the system for various other internal departments like HR and facilities as well

KNOWLEDGE PROCESS OUTSOURCING SOLUTIONS

We work with our clients to design flexible customised solutions with an aim to

- Ensure that high quality work is delivered consistently with required timelines
- Ensure high value added per input
- Create long term relationships

	Investment Banking Firms	Private Equity Firms	Entrepreneurs / Investors/ Family Offices
Fund Raising/ Transaction Documents	<ul style="list-style-type: none"> • Pitch books • Teasers • Information memorandums 	<ul style="list-style-type: none"> • Private placement memorandums (PPM) • Complete project management for PPM preparation 	<ul style="list-style-type: none"> • Investee company business plans • Pitch books • Debt applications
Financial Modeling & Valuation	<ul style="list-style-type: none"> • Financial models of any complication within defined timeframes • Scenario & sensitivity analysis • Dashboards • Heat maps • Related party transactions/ cross holding impact analysis • Detailed valuation and drivers' Analysis • Football field valuation analysis • Trading and transaction comparables 		
Market Research & Feasibility Studies	<ul style="list-style-type: none"> • Market mapping (legal, regulatory,, technical, social, competition) • Market entry strategies • Competitive analysis and SWOT analysis • Feasibility reports/studies 		
Transaction Advisory	<ul style="list-style-type: none"> ▪ Opportunity identification support ▪ Detailed potential target profiles ▪ Financial due diligence ▪ Deal execution support & closure 		
Investment Performance/ Maintenance Support	<ul style="list-style-type: none"> ▪ Industry research ▪ White papers ▪ Transactions updates ▪ Sector updates ▪ Insights 	<ul style="list-style-type: none"> • Monthly sector Roundups • Fund reporting as per ILPA guidelines • Investee companies health dashboard 	<ul style="list-style-type: none"> • Investee company dashboard • Budget tracking • Portfolio health tracking • Industry comparables • Sector updates

OUR VALUE ADDS



TEAM & METHODOLOGY

- Our team consists of Chartered Accountants (CAs), Certified Financial Analysts (CFAs), Engineers and MBAs having relevant experience in private equity, investment banking and Knowledge Process Outsourcing (KPO).
- We work on (Full Time Equivalent) FTE basis or project basis as per client's requirement
- We prefer to run a pilot program for our clients, so that they can gauge our capabilities and the resources required for the work
- We ensure a rigorous quality check on the work assigned while ensuring constant client communication with the engagement manager

MANAGEMENT TEAM

Ajay Garg Founder & Partner

- Having worked in GCC and India, Ajay brings in 17+ years of experience in investment banking, private equity and financial advisory
- As Sr. Director, Private Equity with Al Masah Capital Ltd, he was focused on PE investments in education sector in UAE. Earlier, he worked as a Senior Investment Manager with the PE team at Global Investment House, Kuwait; he also worked as AVP, Strategic Projects, KAMCO
- As a Board/Committee member, he was also involved in actively managing the performance of various investee companies

Rekha Garg, FCA Founder & Director

- Rekha is a qualified Chartered Accountant and brings 11+ years of experience in accounting (IFRS and Indian GAAP), internal audit and corporate finance
- She has covered various sectors including telecommunication, banks, logistics and textile

Sandeep Bakshi Director

- Having worked with some of the leading Indian and foreign banks, Sandeep brings 15+ years of experience in the banking sector.
- Sandeep has worked closely with treasury teams of various multi-national corporations and brings in strong experience to assist businesses with financial planning, fund raising and working capital solutions

Seema Jindal Director (Americas)

- Seema has been instrumental in handling numerous projects which include capacity building & brand strategy, product sustainability assessment, stakeholder consultation and business process improvement
- She serves on the Board of Nature's Ride, Calgary Centre for Global Citizenship and is a Senior Advising Counsellor at Studio 205
- Seema shares her expertise in program development, implementation, assessment and evaluation in areas of education and training, Social Return on Investment (SROI) and Social Impact Assessment (SIA)