

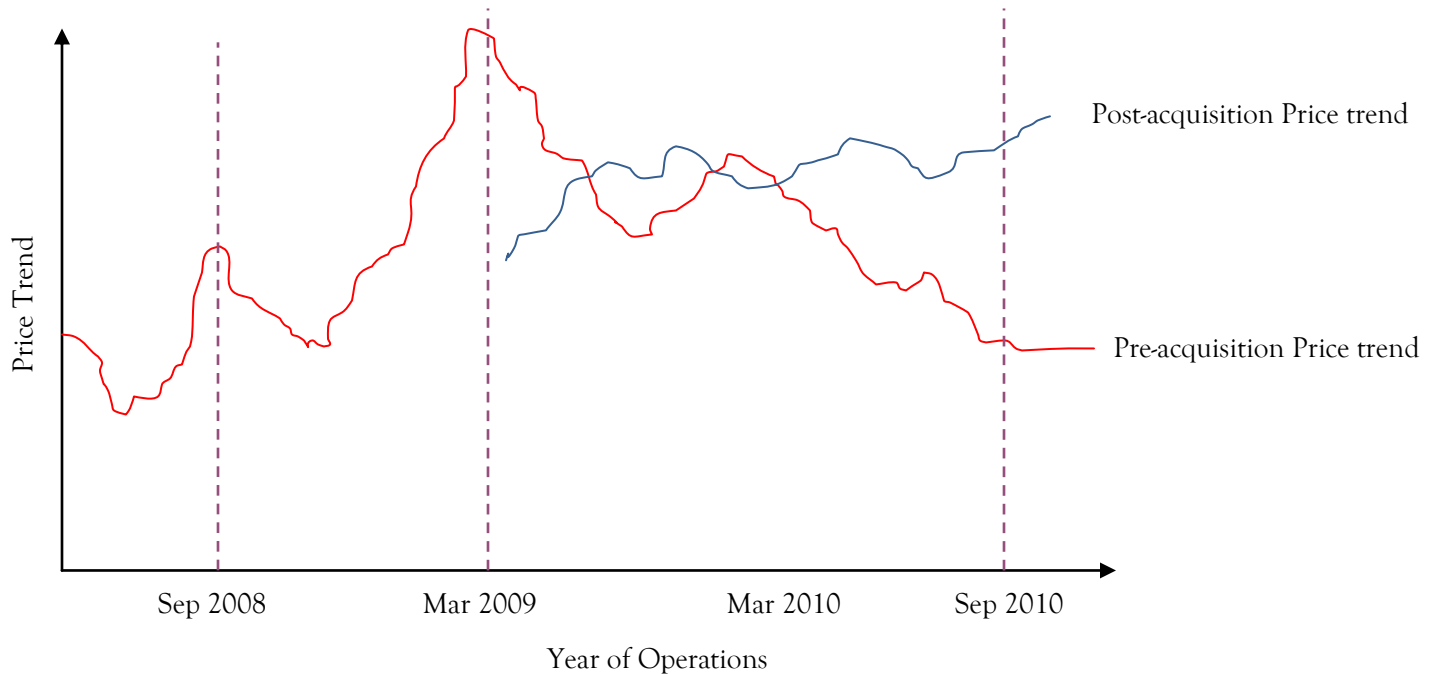
Pharma Sector – Caselet on Scaling up

Background:

- One of India's largest bulk drug manufacturer
- Traditional strategy of selling at spot rate
- Price was subject to wide fluctuation
- Lack of predictability of sales
- Volatile margins due to price uncertainty
- High entry barrier for Forward Integration
- Fierce competition from Chinese manufacturers



Price Volatility:

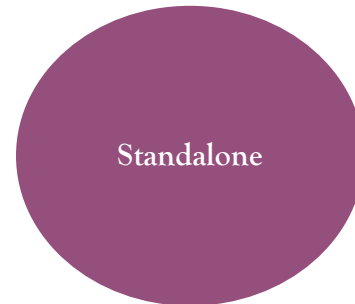


Source: a'XYKno Research

Value Addition:

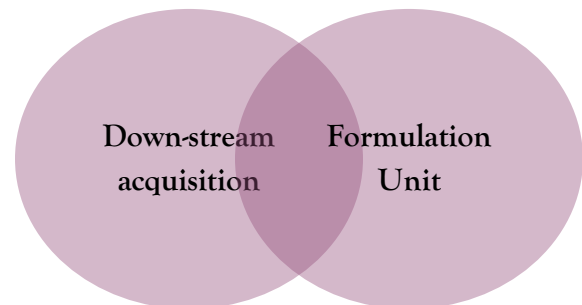
Pre-acquisition Scenario

- Price uncertainty
- Trifling order book position
- Lack of revenue predictability



Post-acquisition Scenario

- Product line extension
- Long term Govt. Contracts
- Price Stability
- Visible Cash flows
- Natural Hedge



aXYkno Strategy:

- Identified a strategic target
- Strategic and Tactical advise for a de-risking model
- Advised two strategic down-stream acquisitions through Leveraged Buy Out.
- Target company had strong order book
- Long term Government Contracts offered stable cash flows
- Strategy provided a Natural Hedge against volatile price fluctuation
- Transaction Advisory and Fund Raising

About a'XYKno:

a'XYKno an ISO certified company is a consulting powerhouse with footprints in Natural Resources, Energy, Clean Energy, Nuclear Energy, Infrastructure, Rail, Port, Transport, Banking, Insurance and Healthcare, through its robust capabilities in Investment Banking, Mergers & Acquisition, Government Advisory and Public Private Partnership services offerings.

Strong Pan-India presence with office in Mumbai, Pune, Nagpur, Chennai, Thiruvananthapuram with a 100+ cross functional team of professionals consisting of Chartered Accountants, Cost Accountants, Engineers, IITians, MBAs, Sector and Policy Experts, Ex-Bankers, Lawyers, Ex-IAS, uniquely positions us as the “**Preferred Advisor**”.

Our key differentiator is the cross-functional team of technical, financial, legal and policy/sector experts which enables us to take our clients to the next level.

To know more about us, please visit our website www.axykno.com

a'XYKno Capital Service Ltd

a'XYKno Energy Ltd

a'XYKno Green-Earth Pvt Ltd

a'XYKno Futuretech Pvt Ltd

Offices:

Nagpur

Registered Office:

a'XYKno Financial Centre,
Level 3, Leela Vista,
Bajaj Nagar Square, WHC Road,
Nagpur, Maharashtra.
India 440010
T: +91 712 6451999, 64529999
F: +91 712 2245338

Mumbai

Donald House, Level 1,
Opp. Electric House,
Colaba Causway,
Mumbai, Maharashtra,
India 400 039

New Delhi

51, Babar Road,
Bengali Market,
New Delhi-110001

Pune

B-3, Level 2, "Shri Dwarka",
Pune University Road,
(Ganeshkhind Road),
Adjacent to Central Mall,
Pune, Maharashtra
India-411 016

Thiruvananthapuram

5D, Skyline Palace Court,
Kowdiar,
Thiruvananthapuram, Kerala

