

Capability Deck

Aranca's Service offerings



Prepared For

Switzerland Global Enterprise

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A low-angle, upward-looking photograph of several modern skyscrapers. The buildings feature glass facades and complex structural elements, including a prominent white lattice-like framework on one of the structures. The sky is filled with soft, white clouds. The overall color palette is cool, with blues and greys dominating the scene.

About Aranca

Aranca is a leading provider of high-quality, cost-effective research to global clients

Who We Are...



- Aranca is a leading business advisory firm assisting clients globally in strategy formulation.
- Our subject matter experts provide suitable strategic recommendations to help investment professionals and business managers make informed decisions.

Business Lines...



BUSINESS RESEARCH & ADVISORY

- Enterprises, SMBs, PE/VC Firms, Law Firms, Ad Agencies

INVESTMENT RESEARCH & ANALYTICS

- Brokerage, Hedge Funds, Investment Banks, Asset Managers, Corporate Advisory Firms

TECH INTELLIGENCE & IP RESEARCH

- Enterprises, Startups, Law Firms, PE Firms, Universities

VALUATION ADVISORY

- Private Companies, PE/VC Firms, Investment Banks, Corporate Advisory Firms

PROCUREMENT RESEARCH

- 1,750 items, spanning over 50 spend categories

Fact File...



- Founded in 2003
- 2,000+ globally reputed clients across five business lines
- 560+ strong full-time employees comprising CAs, MBAs, Engineers, CFAs, and ASAs
- ISO 270001 Certified
- Delivery centers in Mumbai and New Delhi
- Sales offices in the US, UK, China, UAE and KSA

A low-angle, upward-looking photograph of several modern skyscrapers. The buildings feature glass facades and complex structural elements, with one prominent building on the right showing a white, geometric, lattice-like framework. The sky is filled with soft, white clouds. The overall color palette is cool, with blues and greys, and the image has a slightly desaturated, professional feel.

Business Research & Advisory Services

Business Research & Advisory

Answers in time to keep you moving

Aranca's Business Research & Advisory practice helps clients make informed business decisions involving customers, competitors, markets and technologies; with insights from domain experts.

A trusted research partner to over 700 global companies, including:



150+
Fortune 500 Companies



25+
Law Firms



30+
Consulting Firms



30+
PE Firms With Over 5bn AUM



50K+
Projects executed



700+
Global clients



850+
Products & services



200+
Analysts

Research Experience
and Expertise

Aranca helps clients make informed business decisions across multiple strategic and tactical priorities

Research support for

Strategic engagements

Evaluate new geographies

Quick scans - shortlist markets
'Deep-dive' market studies
Country 'doing business' guides
PESTLE analysis
Product design - emerging markets

Go-to-market strategies

Strategic options, Business case
Financial model / Feasibility report
Site location analysis
Channel or JV partner selection

Improve sales effectiveness

Prospect lists, key contacts (B2B)
Prospect profiles / Call prep notes
Key account management
Client / Industry newsletters
Sales-force KPI analytics

Knowledge Management for

Operational effectiveness

Information Management

Proprietary databases (design and maintenance)
Internal knowledge repositories
Internal newsletters
Training material development and management

Increase market share

New applications/end-markets
Share-of-wallet analysis
Up or cross-sell opportunity
Customer / channel feedback
Competition intelligence

Procurement | Supply Chain

Category intelligence reports
Cost-to-shipment analysis
New suppliers, LCC sourcing
Supply-chain risk assessment

Implement digital strategies

Industry trends and analysis
Best practices, success stories
Social media impact analysis
Back-end technology assessment

Research Help Desk

Quick turnaround research for specific questions
Presentation support
Proposal development support
Library support services

New products, Diversification

Diversification opportunity scans
'Deep-dive' market studies
Value chain / profit pool maps
Business case, Financial model

Business, Operating Plans

Implement digital strategies
Industry analysis
Ecosystem / value chain analysis
Financial modeling support
Technology landscape analysis

Drive innovation initiatives











Innovation focused newsletters
Technology trends, forecasts
Social trends
Technology impact on business
Expert surveys on specific topics

Business Development / Marketing

Prospect lists, key contacts (B2B)
Prospect profiles / Call prep notes
Client / Industry newsletters
Sales-force KPI analytics

Industry Experience

Industry/Domain focused analyst teams to build expertise

Consumer Goods		<ul style="list-style-type: none">> Auto & Auto Parts> Personal & Home Care> Consumer Appliances> Food & Beverages
Healthcare		<ul style="list-style-type: none">> Animal Health> Pharmaceuticals> Medical Devices> Healthcare Delivery
Consumer Services		<ul style="list-style-type: none">> Retail> Media> Education> Travel & Tourism
Energy & Infra		<ul style="list-style-type: none">> Alternate Energy> Utilities> Real Estate> Building Materials
Industrials		<ul style="list-style-type: none">> Aerospace & Defence> Packaging> Machinery> Logistics
Banking & Financial		<ul style="list-style-type: none">> Commercial Banking> Insurance> Retail Banking> Leasing
Agri-business		<ul style="list-style-type: none">> Crop Production> Farm Equipment> Aquaculture> Animal Husbandry
Metals & Mining		<ul style="list-style-type: none">> Ores> Iron and Steel> Aluminium> Cu/ Pb/ Zn Alloys
Chemicals		<ul style="list-style-type: none">> Petrochemicals> Engineering Plastics> Agrochemicals> Specialty Chemicals
ICT		<ul style="list-style-type: none">> Telecom> Internet> IT Hardware> ITES

A low-angle, upward-looking photograph of several modern skyscrapers. The buildings are constructed with glass and steel, featuring complex geometric patterns and curved facades. The sky is a pale blue with soft, white clouds. The overall tone is professional and architectural.

Intellectual Property Research

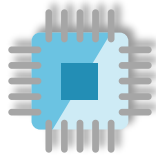
Solutions Portfolio

Technology Intelligence

Drive business value and competitive advantage with well-defined R&D and technology strategies.

Market Intelligence

Business leaders across functional areas leverage our expertise for diverse strategic priorities



IP Strategy

Maximize value of your IP investments across the patent lifecycle, from protection to monetization.



Technology Intelligence

Insightful answers to critical questions on R&D and technology strategy

Technology Intelligence

IP Strategy

Market Intelligence

R&D Strategy Roadmaps

- What are the emerging technology trends within the ecosystem that we operate in? Potential business disruptors?
- Resultantly, what should our R&D strategy be in the medium-to-long term?

White Space Analysis

- Are there any specific technology gaps in the domain of interest that we can leverage?
- Market opportunity, entry options and business case for investing in above white spaces?

Technology Landscape | Innovation Focus

- How has technology in our domain of interest evolved over time? What is the current state of technology maturity?
- Which areas or ideas are inventors focusing on in recent years? Why?

Monetizing existing technical knowhow

- Can our existing technologies be used in or retro-fitted for new applications?
- What is the market opportunity and revenue potential for identified applications? What are the risks?

Technology Scouting and Acquisition

- For our product / process improvements, are there superior technologies that we can potentially buy?
- Acquisition costs and business case rationalization for acquiring relevant technologies?

Product design for emerging markets

- What are the key characteristics with respect to customer needs, features and price for our product in specific markets?
- Are there opportunities to launch products for consumers in the bottom-of-the-income pyramid?

IP Strategy

Comprehensive suite of solutions covering the entire IP lifecycle

Technology Intelligence

IP Strategy

Market Intelligence

Unleash the optimum value of your IP assets

Prosecution Support

- Novelty / Patentability
- Patent drafting
- Response to Office Action

Prior Art Searches

- FTO / Clearance searches
- Invalidity / Nullity searches
- State-of-the-art searches

Portfolio Analysis

- Portfolio quality assessment
- Portfolio optimization strategy
- Patent-product maps

Technology Landscape

- Technology Evolution Maps
- Competitive benchmarking
- White-space analysis

Licensing Program Support

- Infringement analysis
- New application areas
- Revenue potential estimates

M&A Support

- Technology due-diligence
- Portfolio restructuring (post-M&A)
- Patent valuation

Market Intelligence

Unearthing the market drivers for defining the R&D strategy

Technology Intelligence

IP Strategy

Market Intelligence

Market Analysis

- Quick scans - shortlist markets
- Deep-dive market studies
- GTM strategy

Diversification

- Opportunity scans
- Market opportunity assessment
- Business case / Financial Model

Competition Analysis

- 'How-they-do-it' analysis?
- Product / Price benchmarking
- Profiles: Performance, Plans

Acquisitions

- Identify, shortlist targets
- Fit analysis – Detailed profiles
- Due diligence support

Increase Market Share

- Market segments and growth
- Customer / product profitability
- Customer needs analysis

Innovation

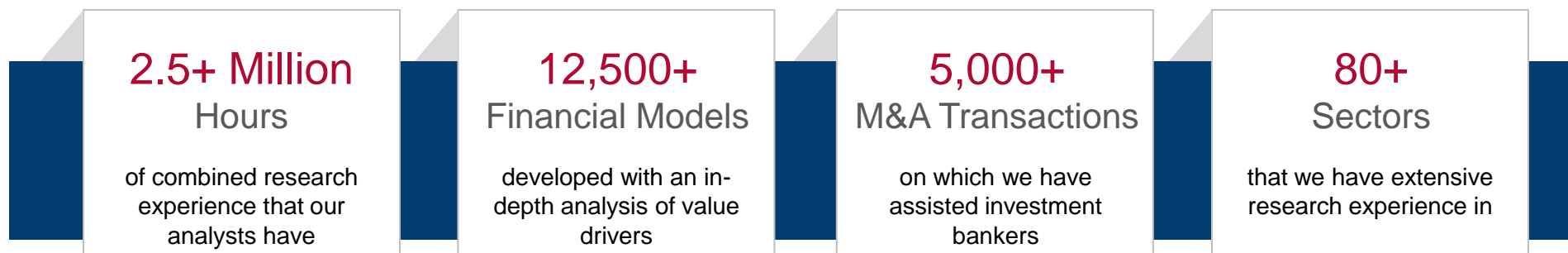
- Mega-trends workshop
- Product / Service design
- Business process innovation

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Investment Research

Unparalleled Financial Research Experience

Extensive experience and deep capabilities in providing solutions for financial institutions worldwide



Helping our clients meet their ever-growing research coverage needs efficiently

Sell-side Equity Research

- Stock initiation
- Financial modeling
- Coverage maintenance
- Sector research
- Thematic research
- Technical analysis
- Market newsletters

Buy-side Equity Research

- Screeners
- Company modeling
- Company analysis
- Pre-earnings reports
- Databases
- Portfolio trackers
- Indicators watch

Credit & Fixed Income Research

- Investment grade, high yield, distressed debt
- Shadow credit ratings
- Counterparty credit risk
- Structured credit
- Sovereign/public finance
- Cash flow models
- Bond databases

Investment Banking Support

- Target identification
- Pitch books
- Transaction analysis
- Company tear sheet
- Market/sector profiles
- Financial modeling
- Pre-IPO notes

Private Equity Support

- Target identification
- Investment themes
- Opportunity evaluation
- Deal evaluation
- PPM support
- Modeling support
- Portfolio monitoring

Economic Research & Analysis

- Macro research
- Economic forecasting
- Indicators watch
- Thematic reports
- Commodity research
- Currency research
- Database creation

Research and Analytics Across Asset Classes

Enabling **asset/wealth managers** to focus on generating investment ideas & other high impact areas

Research Services



Equities

- Financial modelling
- Coverage maintenance
- Thematic research

Credit & Fixed Income

- Research support across
 - Invest. Grade I High yield I Distressed debt I Sec. credit I Sovereign I US Municipals
- Credit modelling/ Note writing

Macro Research

- Macro research, Economic forecasting
- Thematic reports
- Indicators watch

Multi Asset

- Opportunity screening
- Correlation and pattern analysis
- Benchmarking analysis

Aranca's Key Research Support Areas



- Stock, Sector research
- Screeners
- Market newsletters

- Capital structure analysis
- Covenants analysis
- Bond databases

- Commodity research
- Currency research
- Database creation

- Back-testing
- Asset allocation support
- Simulation modeling

Portfolio Analytics & Communications



PORTFOLIO ANALYTICS

- Portfolio analytics
- Performance attribution
- Performance reporting
- Portfolio and risk analytics

COMMUNICATIONS

- Sales support
 - Fund pitch book
 - RFP / RFI support
- Investors Communication
 - Fund fact sheets
- Marketing support
 - White-papers
 - Investment commentary

Research and Analytics Service Areas

To enable **investment bankers** focus on client-facing/deal-making activities

I-Banking Verticals

Aranca's Key Research Support Areas

Library Services Publication Support

1 M&A BUY SIDE

- Targets' list generation
- Market, fitment and synergy analysis
- Pitch book and marketing materials
- Financial modelling and comps analysis
- Due diligence support

2 M&A SELL SIDE

- Buyers' list generation
- Market, fitment and synergy analysis
- Pitch book and marketing materials
- Benchmarking performance
- Modelling and comps analysis
- Buy-out modelling

3 CAPITAL MARKET

- Proposal building for potential clients
- Pre-listing evaluation support
- IPO/FPO – prospectus
- Road show pitch book and presentation
- Valuation range assessment
- Analytical work to support ESOP

4 DEBT & EQUITY PLACEMENT

- PPM/IM preparation
- Road show pitch book and presentation
- LBO tear sheets and modelling
- Capital structure and covenant analysis
- Tracking deals, pricing and trends
- Equity/credit comps

5 ADVISORY

- Market and industry landscape analysis
- Valuation reports
- Fairness opinion
- Research support for strategy formulation
- Benchmarking performance

MARKET INTELLIGENCE & LIBRARY

- Sector research
- Industry landscape analysis
- Competitor and pricing trends
- Maintenance of deal database
- Newsletters/periodicals

DTP & PUBLICATION

- Editorial support
- Presentation support
- Templates: reports and presentations layout
- Formatting reports and presentations
- Report publication and workflow management
- Proofreading and print/digital coordination

Research for Private Equity & Venture Capital

PE-VC firms leverage our research expertise across the deal cycle



Credit Research Support

Actionable and insightful **credit research** across rating categories, products and sectors

INVESTMENT GRADE & HIGH YIELD

FUNDAMENTAL RESEARCH

- Opinionated credit reports
- Rating Recommendations
- Financial Modelling
- Capital Structure Analysis
- Transaction Analysis
- Covenant Monitoring
- Relative Value Analysis
- Trading Ideas/Sector Packs

THEMATIC STUDIES

- Sectorial Reports
- Downgrade Trigger Events
- Pricing Trends
- Stress Testing

MONITORING

- Portfolio Performance Monitoring
- Cross-over Credits

DISTRESSED DEBT

ORIGINATION

- Screeners
- Tear-Sheets/Info-packs
- Corporate Structure Analysis
- Capital Structure Analysis
- Waterfall analysis
- Recovery Analysis
- Lender Matrix
- Comparable Analysis

REVIEW & MONITORING

- Monthly Financials
- NPL Trends

SECURITIZATION CREDIT

MODELING SUPPORT

- Cashflow Modelling
- Pre & Post-issuance cashflow tie-outs
 - Waterfall distribution analysis
 - Collateral quality tests
 - Concentration limitation tests
- Sensitivity & Scenario Analysis
- Model Stress Testing

ANALYSIS

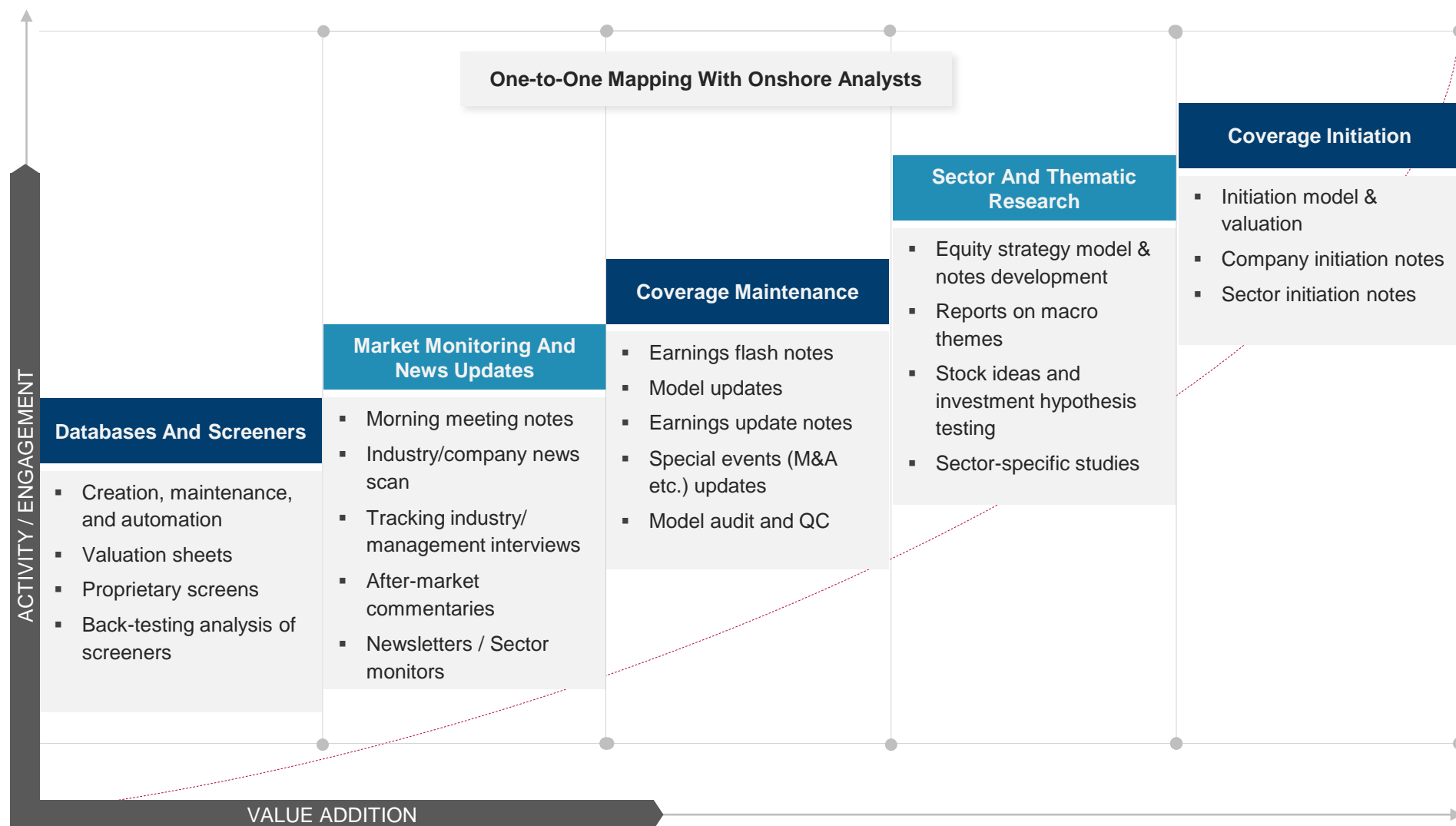
- Underlying asset/ liability due diligence
- Credit spread analysis
- Collateral stratification
- Debt covenant distribution analysis
- Asset/ loan to data file comparison

SURVEILLANCE

- Portfolio Surveillance
- Rating Action Surveillance
- Industry Sector News

Offshore Equity Research Partnership

We offer end-to-end support to leading brokerages across their research requirements



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Procurement Research

Procurement Research

Sourcing teams leverage our research expertise across multiple business needs

Category Strategy Support

Diagnosis

Category@360
Market Analysis
Competitor Practices

Strategy Development

Cost Models
TCO Analysis
Make vs Buy
BCCS / LCCS
Tail-spend analysis
Substitutes

Execution

RFx Support
Best-fit Suppliers
Contract Structures

Monitoring

Category KPIs
Supplier KPIs
Category trends

Identifying and Evaluating New Suppliers

Market Analysis
Buyer-Supplier Maps

Supplier Listing
Supplier Profiling

RFx Management
Due Diligence

Periodic | Real-time Market Intelligence

Price Forecast Models
Category Dashboards

Disruption Alerts
Supplier Updates

Economic Forecasts
Market Analysis

Supply-chain Risk Assessment and Management

Supplier Risk Profile
Supply Market Analysis

Supply-chain Risks
Value-chain Analysis

Technology Risks
IP Related Risks

Supply-chain Planning for New Facilities

Doing Business Guides
Tax Structure Analysis

Category Reports
Supplier Profiling

Pricing Analysis
Contract Structures

Category Experience

We have deep experience across both direct and indirect categories (1/2)

Direct Categories

(Illustrative, not exhaustive)

Basic Chemicals <ul style="list-style-type: none">▪ Chlor-alkali chemicals▪ Acids and bases▪ Hydrogen Peroxide▪ Titanium Dioxide▪ Salts	Specialty Chemicals <ul style="list-style-type: none">▪ Industrial coatings▪ Agro Chemicals▪ Adhesives and sealants▪ Food additives and colorings▪ Lubricants	Petrochemicals <ul style="list-style-type: none">▪ Intermediates▪ Synthetics▪ Olefins▪ Aromatics▪ Synthetic Rubber	Engineering Plastics <ul style="list-style-type: none">▪ Polycarbonates▪ Polyamides▪ Fluoropolymers▪ Thermoplastic Polyesters▪ ABS & ABS Blends
Pharmaceuticals <ul style="list-style-type: none">▪ APIs▪ Excipients▪ Biologics▪ Contract manufacturing▪ Lab Equipment & Supplies	Agro Commodities <ul style="list-style-type: none">▪ Corn▪ Sugar▪ Cotton▪ Oilseeds▪ Spices	Vegetable Fats & Oils <ul style="list-style-type: none">▪ Palm Oil▪ Soy Bean Oil▪ Coconut Oil▪ Essential Oils▪ Animal Fats	Industrial Durables & Gases <ul style="list-style-type: none">▪ Plastic parts▪ Castings▪ Forgings▪ Composite Structures▪ Industrial Gases
Ferrous Metals <ul style="list-style-type: none">▪ Iron Ore▪ Carbon Steel▪ Stainless Steel▪ HRC/CRC▪ Mild Steel	Non-Ferrous Metals <ul style="list-style-type: none">▪ Copper and Cu Alloys▪ Aluminum products▪ Nickel, Tin▪ Zinc and Zn alloys▪ Precious metals	Construction Materials <ul style="list-style-type: none">▪ Cement and Concrete▪ Lime, Bricks, Aggregates▪ Windows / Doors / Panels▪ Ceramics▪ Electrical & Plumbing	Food & Beverages <ul style="list-style-type: none">▪ Protein products▪ Bakery products▪ Beverages▪ Canned Fruits & Vegetables▪ Groceries

Category Experience

We have deep experience across both direct and indirect categories (2/2)

Indirect Categories

(Illustrative, not exhaustive)

Professional Services <ul style="list-style-type: none">▪ HR Services▪ Consulting services▪ Legal services▪ Relocation Services▪ Temporary Labor	Telecom <ul style="list-style-type: none">▪ Network Equipment▪ Routing & Switching▪ VoIP/Video Conferencing▪ IPLC/MPLS▪ Mobility	IT Services <ul style="list-style-type: none">▪ Servers, Networking▪ Application software▪ IT Services▪ Contact centers, BPO▪ Infrastructure Management	MRO <ul style="list-style-type: none">▪ Industrial Supplies▪ Pipes, Valves & Fittings▪ Building Supplies▪ Safety Supplies▪ Electronics & Instrumentation
Sales and Marketing <ul style="list-style-type: none">▪ Market research▪ Media buying▪ Creative agencies▪ Digital Marketing▪ Marketing Communication	Travel & Tourism <ul style="list-style-type: none">▪ Hotels▪ Car rentals▪ Meetings & conferences▪ Fleet Management▪ Business Travel	Packaging <ul style="list-style-type: none">▪ Flexible packaging▪ Bulk packaging▪ Rigid packaging▪ Corrugated boxes▪ Paper Packaging	Audit/Tax Services <ul style="list-style-type: none">▪ Tax▪ Audit & Accounting▪ Payments▪ Trade Finance▪ Working capital
Facilities Management <ul style="list-style-type: none">▪ Security Services▪ Janitorial Services▪ Office Supplies▪ HVAC▪ Catering Services	Real Estate Services <ul style="list-style-type: none">▪ Property Management▪ Engineering▪ Building Lease & Maintenance▪ Brokerage▪ Site Services	Logistics <ul style="list-style-type: none">▪ Express Mail & Small Packages▪ Freight – Air, Ocean, Road▪ 3PL▪ Warehouse▪ Distribution	Hospitality Management <ul style="list-style-type: none">▪ Commercial Laundry▪ Guest Room Amenities▪ Housekeeping and Cleaning▪ Paper products▪ Uniform Services

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Valuation Advisory

Aranca's Valuation Advisory (VA) Services Group..

Aranca provides financial opinions, valuation, and advisory services to diverse US and international clients in connection with financial & tax reporting purposes, transaction needs, including M&A, restructuring, leveraged buy-outs, fund raising and litigation support.

Our Core Value Proposition...



Credibility...

We earned credibility from companies, investors, attorneys, and auditors over a decade of painstakingly gained expertise.



Unparalleled Capabilities...

Access to 200+ industry and 40+ patent experts with experience of 50,000+ projects across 100+ sub-sectors enabling our team to bring deep insights in our valuation reports.



Responsiveness...

We strongly believe in simplifying our client's life by proactively identifying core issues, communicating early and clearly, and giving personal attention to each engagement.

Clients We Serve...



Private Equity & VC firms

We work with some of the most respected private equity and VC firms in valuation of their portfolio investments for fund reporting and other needs.



Start-ups to late-stage VC companies

We rank among the top three firms in providing valuation services to VC-backed companies across technology, healthcare, and Internet-based sectors and all stages of growth.



Mid-market companies to large corporates

Aranca helped several mid-market companies across industry sectors with credible and cost-effective financial/valuation opinions on transactions as well as financial reporting.



Family Offices & Law Firms

Senior partners and attorneys of several leading law firms recommend Aranca for independent valuation needs for tax planning, dispute resolution, and litigation support

Our diverse solutions portfolio help clients meet their ever-growing reporting needs and provide in-depth analysis in dealing with valuation issues across different business situations.



Financial Reporting

Enhance the credibility of financial reporting



Tax Valuations

Get valuation reports that withstand scrutiny from tax authorities



Financial Opinions

Insightful & independent financial advice on financial fairness of transactions



IP Valuations

Leverage unmatched blend of expertise in technology research and valuation to unlock the value of IP assets



Portfolio Valuations & Advisory

Address valuation issues at portfolio and investment level with complete confidence



Complex Financial Instruments

Leverage our quantitative & analytics expertise to navigate complex valuation challenges



Capital Raising Support

Sell-side valuations to sharpen your sword in negotiations with investors



Transaction Valuations

Get insightful and objective advice for sound decisions in complex transactions



Litigation & Dispute Valuation

Expert witness services and strategic advice in litigation and dispute situations

**DECIDE
FEARLESSLY**

www.aranca.com