



सत्यमेव जयते

MSME

MICRO, SMALL & MEDIUM ENTERPRISES



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Introduction

Background

The Micro, Small, and Medium Enterprises (MSME) sector has evolved into a lively and active section of the Indian economy during the last five decades. It contributes significantly to the economy of the country and social growth by encouraging entrepreneurship and creating enormous employment prospects at a low capital cost, second only to agriculture.

According to data from the MSME Ministry, the Udyam Registration platform registered 30,00,822 MSMEs as of 16th May 2021, replacing the previous method of registering for Udyog Aadhaar Memorandum (UAM)

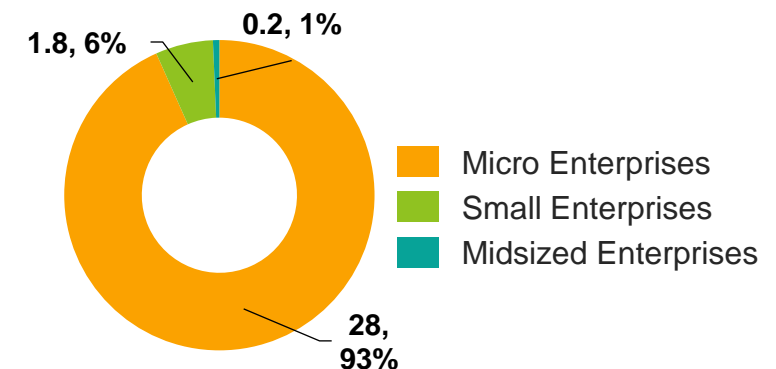


सत्यमेव जयते

MSMEs are encouraged to promote their products on the internet, particularly through the Government's e-Marketplace (GeM), which is government-owned and run and from which Public sector undertakings and Ministries acquire their procurement.

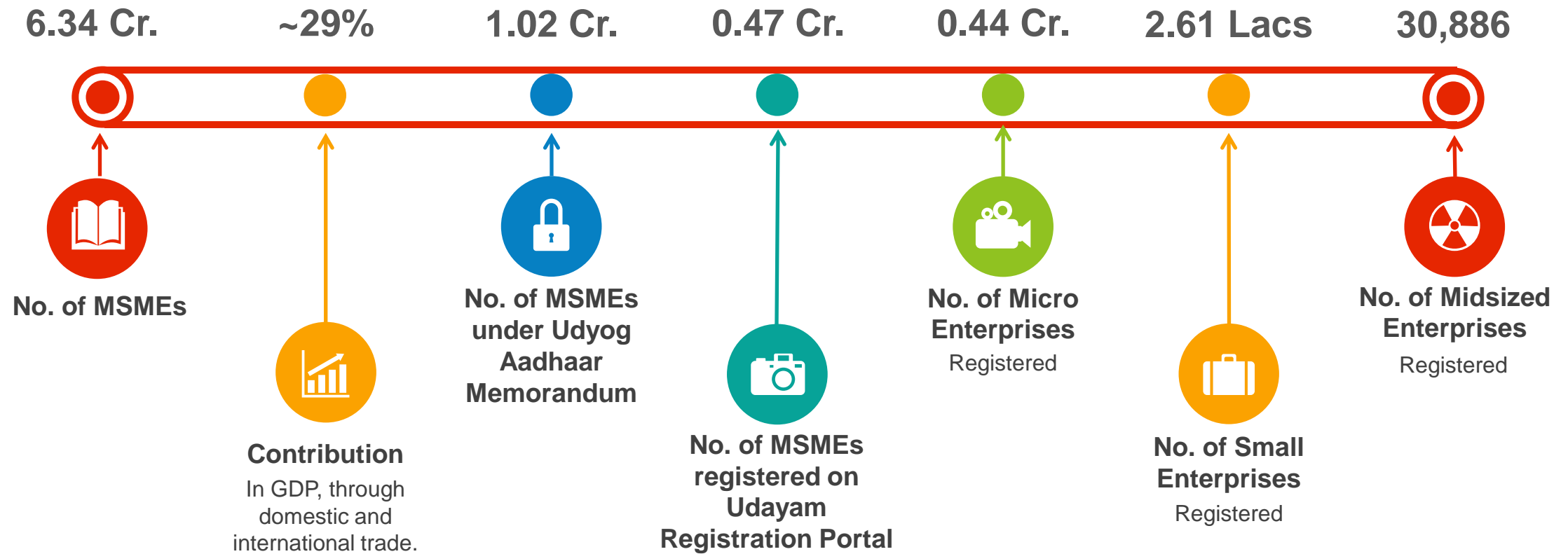
As of 25th June 2021, the GeM portal has processed 6.87 million orders worth Rs. 116,291 crore (US\$ 15.67 billion) from 2.0 million registered suppliers and service providers for 52,651 government clients.

Registered MSMEs in India (2021, in Lacs)

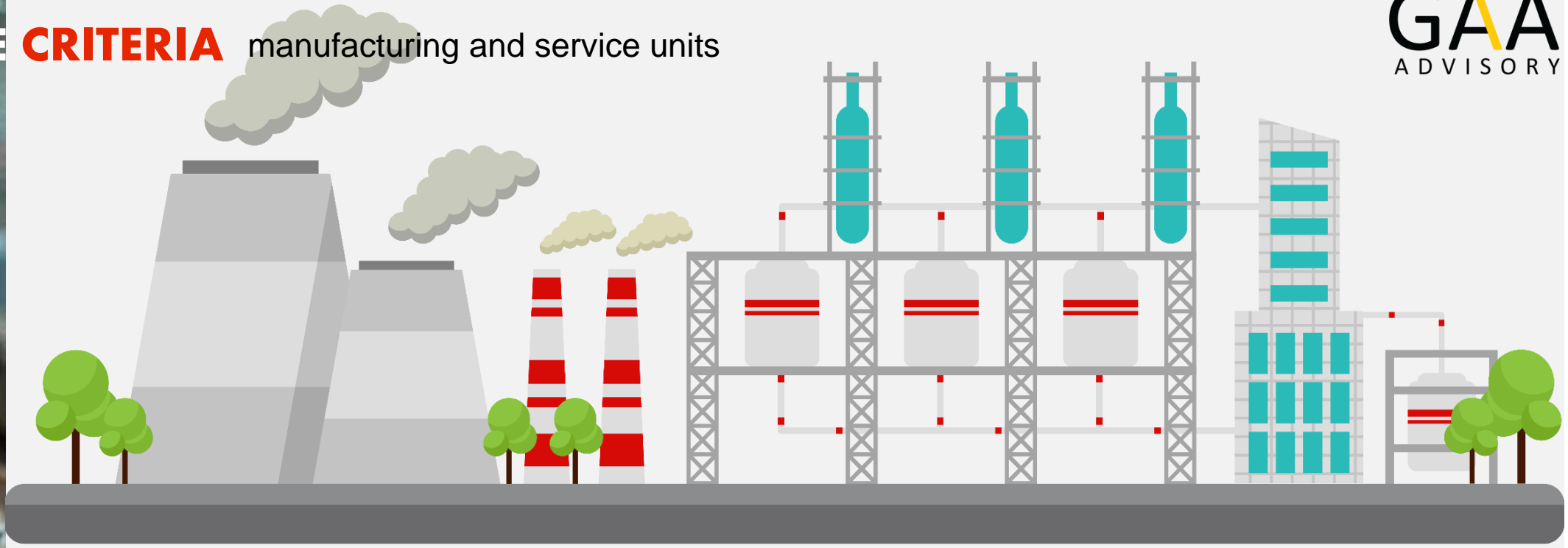


Source: FICCI-EY Re-imagining India's M&E sector

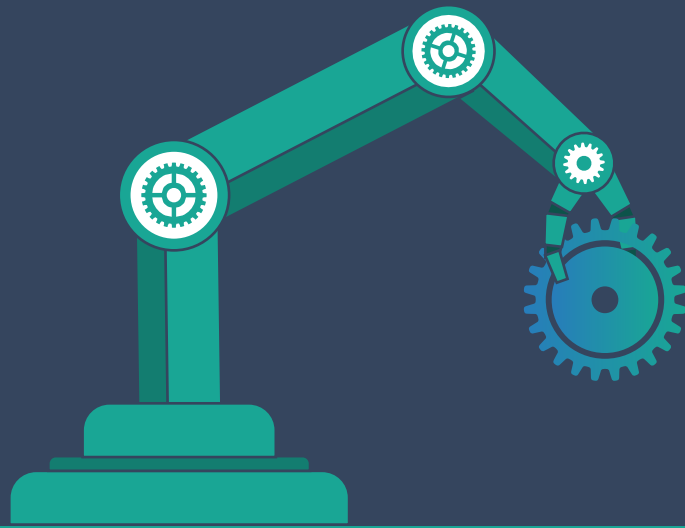
MSME In a NUTSHELL



Source: www.msme.gov.in

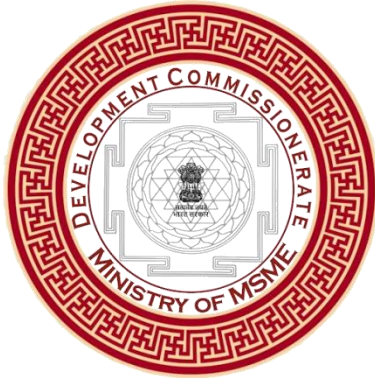


S. No.	Type of Enterprise	Investment	Turnover
1.	Micro Enterprises	Less than ₹ 01.00 Crore	Less than ₹ 05.00 Crore
2.	Small Enterprises	Less than ₹ 10.00 Crore	Less than ₹ 50.00 Crore
3.	Medium Enterprises	Less than ₹ 50.00 Crore	Less than ₹ 250.00 Crore



Organizational Structure

Small & Medium Enterprises (SME) Division, Agro & Rural Industry (ARI) Division, Administration & Financial Institutions (AFI), Integrated Finance (IF) Wing, and Data Analytics and Technical Co-ordination (DATC) Wing are all part of the Ministry of MSME, as are the Development Commissioner DCMSME's Office and other subordinate organizations.



Cabinet Minister

Minister of State

Secretary (MSME)

AS & FA

AS & DC (MSME)

DDG (DBT/DATC)

JS (ARI)

JS (SME)

JS (AFI)

EA (IFW)

O/o DC(MSME) & MSME-DIs

DATC Wing

1. DBT
2. Digital Payment
3. IT Cell

ARI Division

1. KVIC
2. Coir Board
3. MGIRI

SME Division

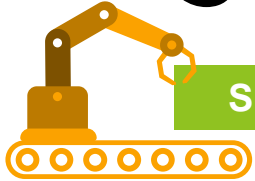
1. NSIC
2. NIMSME

AFI Division

1. General Administration
2. CHAMPIONS Desk
3. E Samiksha
4. PRAGATI
5. CLCS-TU Scheme

Integrated Finance Wing

ORGANIZATIONAL STRUCTURE



SME

ARI

AFI

IF

DATC & DBT

SME Division controls the National Small Industries Corporation (NSIC) Ltd., a central government corporation, as well as the National Institute for Micro, Small & Medium Enterprises (NIMSME), an independent national entrepreneurship development/training organization.

ARI Division is responsible for the management of The Khadi and Village Industries Commission (KVIC) and the Coir Board, along with the Mahatma Gandhi Institute for Rural Industrialization (MGIRI).

AFI Division is in charge of the Ministry's administration and vigilance, among other things. It also oversees the administrative supervision of the CHAMPIONS Desk, Public Grievances, CPGRAM, E-Samiksha, and PRAGATI, as well as follow-up on MSMEs' complaints, including those with banks, financial institutions, and the CLCS-TU scheme.

IF Wing examines a large number of proposals submitted by the Ministry's Program divisions and the O/o DC (MSME) for i) Concurrence of fund releases under various schemes; and (ii) Commenting on the EFC/SFC for Schemes to be Continued and convening EFC/SFC meetings.

DATC & DBT Wing reviews numerous proposals received from the Ministry's Program Divisions and the O/o DC (MSME) for i) Concurrence of fund releases under various schemes; and (ii) Providing comments on EFC/SFC for Schemes to be Continued and convening EFC/SFC meetings.



Organizational Structure

SME Division

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DATC & DBT Wing

This wing analyses data and statistics pertinent to the MSME sector and provides technical inputs for evidence-based decision-making in the MSME sector. The construction and maintenance of MSME databases require technical coordination with all stakeholders.



ई-समीक्षा eSamiksha
Monitoring, Follow-up, Action on the Decisions Taken in the Meetings



Statutory Bodies

Under MSME Ministry

KVIC

The Khadi and Village Industries Commission (KVIC) is a statutory body that promotes and develops khadi and village industries in order to provide jobs in rural regions and thereby enhance the rural economy.

Coir Board

The Coir Board is a governmental agency tasked with promoting the coir industry's general development and improving the living circumstances of its workers.

NSIC

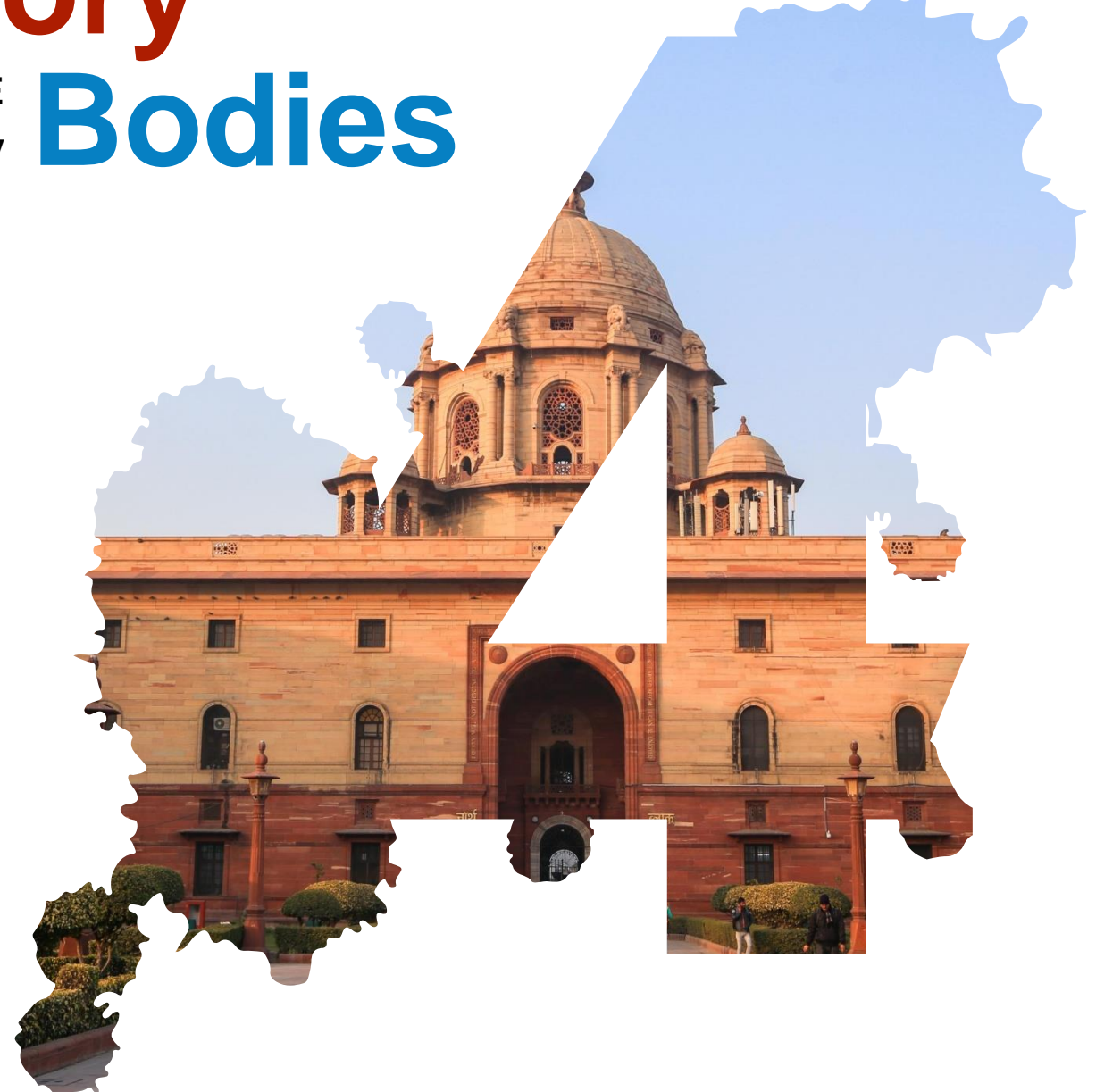
The National Small Industries Corporation Limited was founded in 1955 with the mission of promoting, assisting, and supporting the growth of micro and small businesses in the country on a commercial basis.

NI-MSME

The National Institute for Micro, Small, and Medium Enterprises was founded in 1960 and is responsible for enterprise promotion and entrepreneurship development, as well as enabling enterprise establishment and conducting diagnostic development studies for policy formulation.

MGIRI

Through pilot projects and R&D for alternative technologies based on local resources, the Mahatma Gandhi Institute for Rural Industrialization strives to accelerate rural industrialization for a sustainable village economy, empower traditional craftspeople, and stimulate creativity.



Importance of MSME

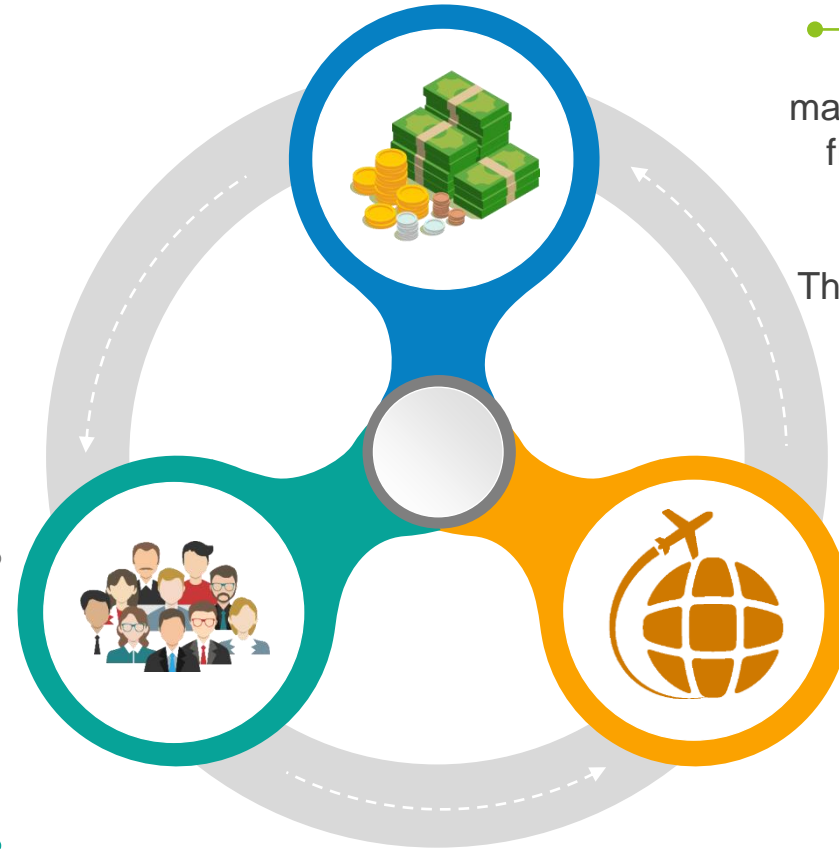
- MSMEs have long been recognized as the engine of economic growth and a means of supporting equitable development around the world.
- They account for more than 90% of all businesses in most nations and are recognized with delivering the highest rates of job creation.

Promote innovation

It enables ambitious entrepreneurs to create novel items, hence enhancing firm rivalry and driving growth.

Employment

After agriculture, it is the second most important source of employment. It employs over 120 million people in India.



Financial inclusion

Small industry and retail businesses in tier-II and tier-III cities provide consumers the opportunity to use banking services and products.

Contribution to GDP

MSMEs account for 6.11 percent of manufacturing GDP and 24.63 percent of GDP from service activities, with 36.1 million units scattered across the country.

The MSME ministry has set a goal of boosting its contribution to GDP to 50% by 2025 as India's economy expands to \$5 trillion.

Exports

It accounts for over 45% of India's total exports.

Inclusive growth

MSMEs encourage inclusive growth by creating job possibilities in rural areas, particularly for persons from lower socioeconomic groups.

Insights & Accomplishments

ROLE OF MSME IN
INDIAN ECONOMY



NO. OF MSMEs



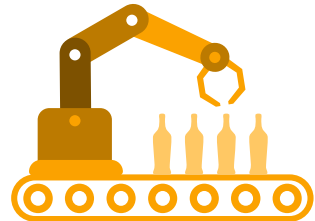
EMPLOYMENT



STATE-WISE
DISTRIBUTION

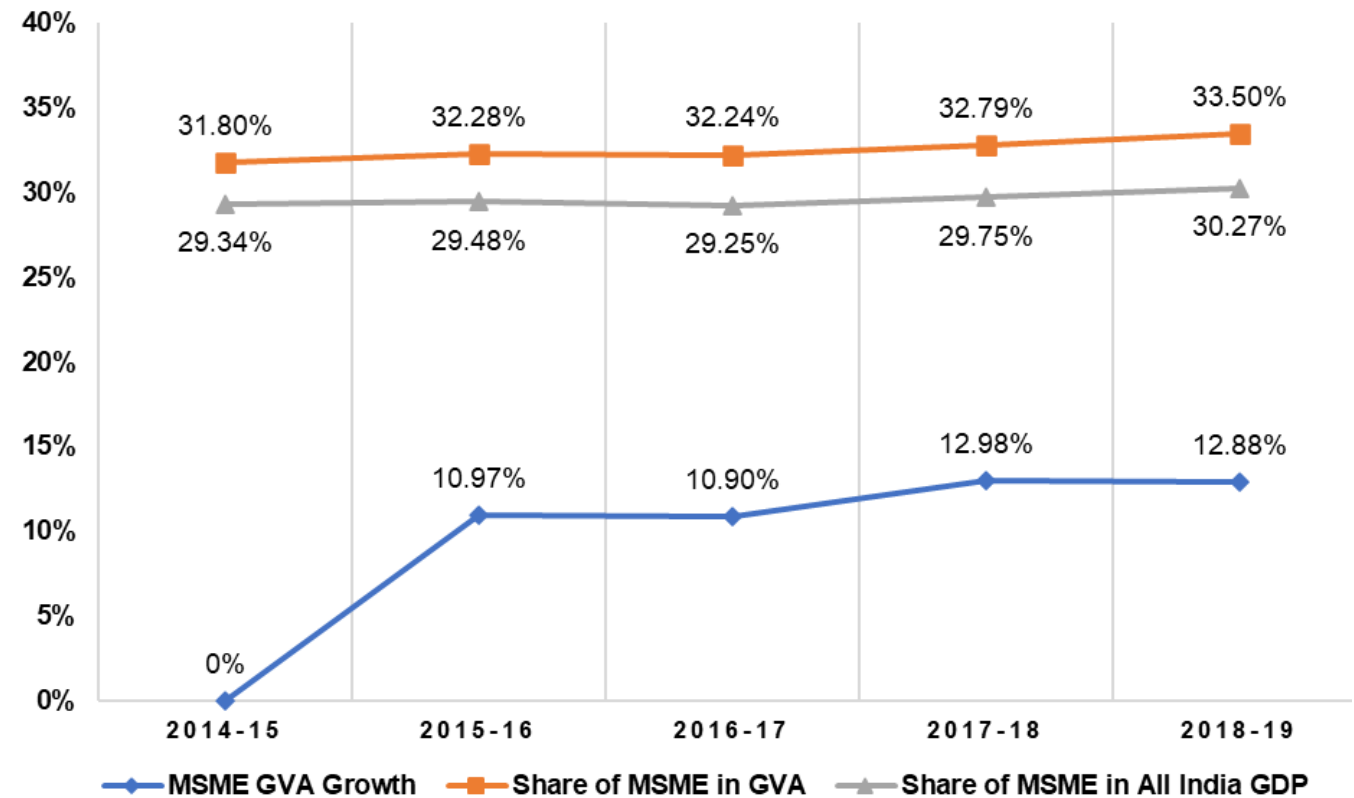


GOVERNMENT
PUSH



Role of MSMEs in Indian Economy

The MSMEs have made important contributions to the expansion of entrepreneurial ventures through business innovations. They are expanding their sphere of influence across the economy, creating a diversified range of products and services to fulfil the needs of both domestic and international customers. According to statistics from the Central Statistics Office (CSO), M/o Statistics & Programme Implementation, the contribution of the MSME sector to the country's Gross Value Added (GVA) and Gross Domestic Product (GDP) at current prices from 2014-15 to 2018-19 is as follows,



Source: MSME Annual Report 2020-21

Estimated number of MSMEs

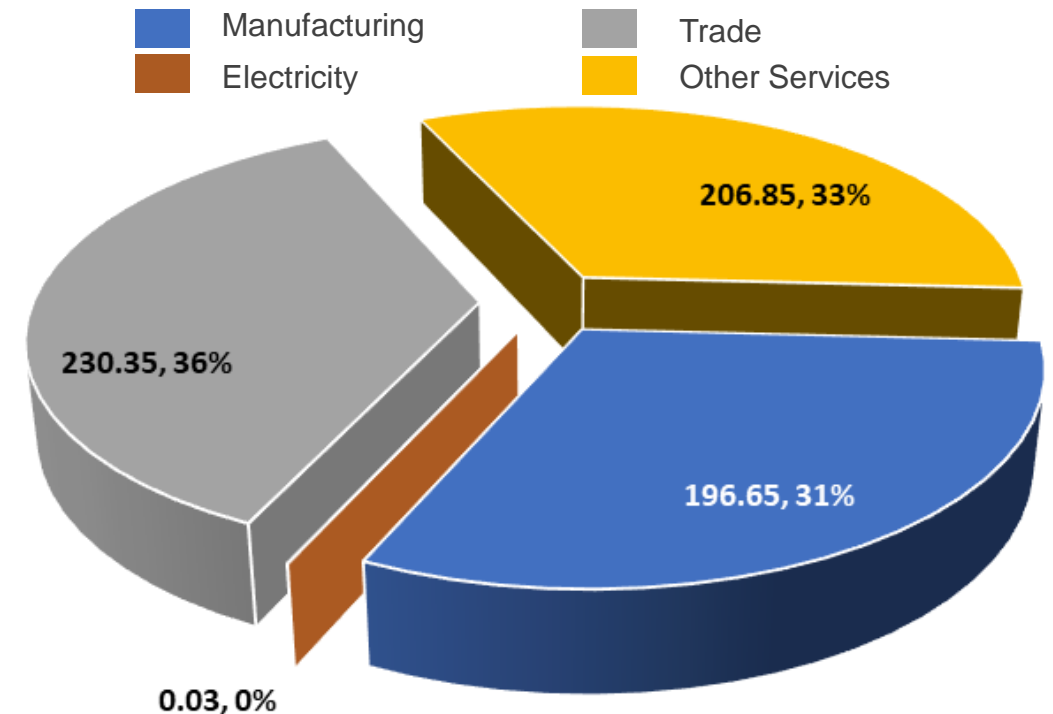
In India, MSMEs play a critical role in decreasing regional inequities and fostering a more fair national income and wealth distribution by offering opportunities for employment at a lower cost of capital than major firms, as well as through industrializing rural and backward areas. According to the National Sample Survey Office, Ministry of Statistics and Programme Implementation's 73rd round of the National Sample Survey (NSS) in 2015-16, there were 633.88 lakh unincorporated non-agriculture MSMEs in the country engaged in various economic activities such as manufacturing, non-captive electricity generation and transmission, trades, and so on.

Distributions of Estimated MSMEs (Nature of Activity Wise): -

S. No.	Activity Category	Rural	Urban	Total
1	Manufacturing	114.14	82.50	196.65
2	Electricity*	0.03	0.01	0.03
3	Trade	108.71	121.64	230.35
4	Other Services	102.00	104.85	206.85
Total		324.88	309.00	633.88

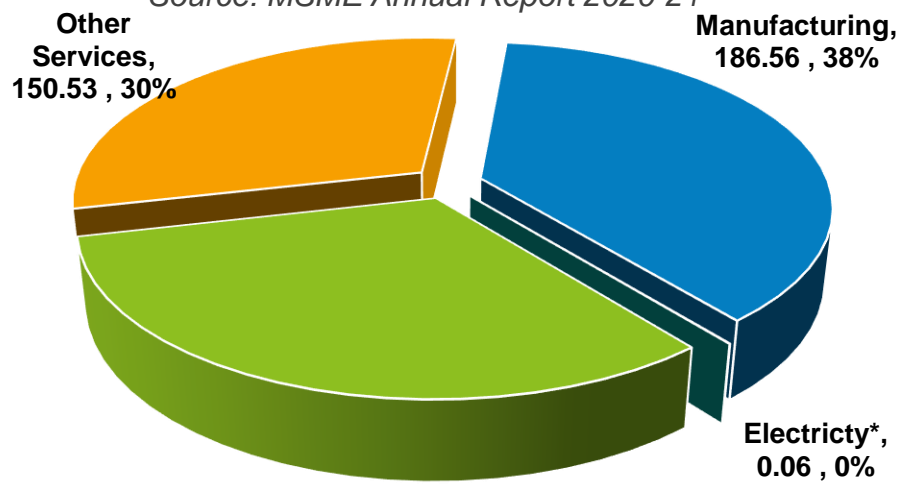
*Non-captive electricity generation and transmission

in Lakhs



Source: MSME Annual Report 2020-21

Source: MSME Annual Report 2020-21



**Non-captive electricity generation and transmission*

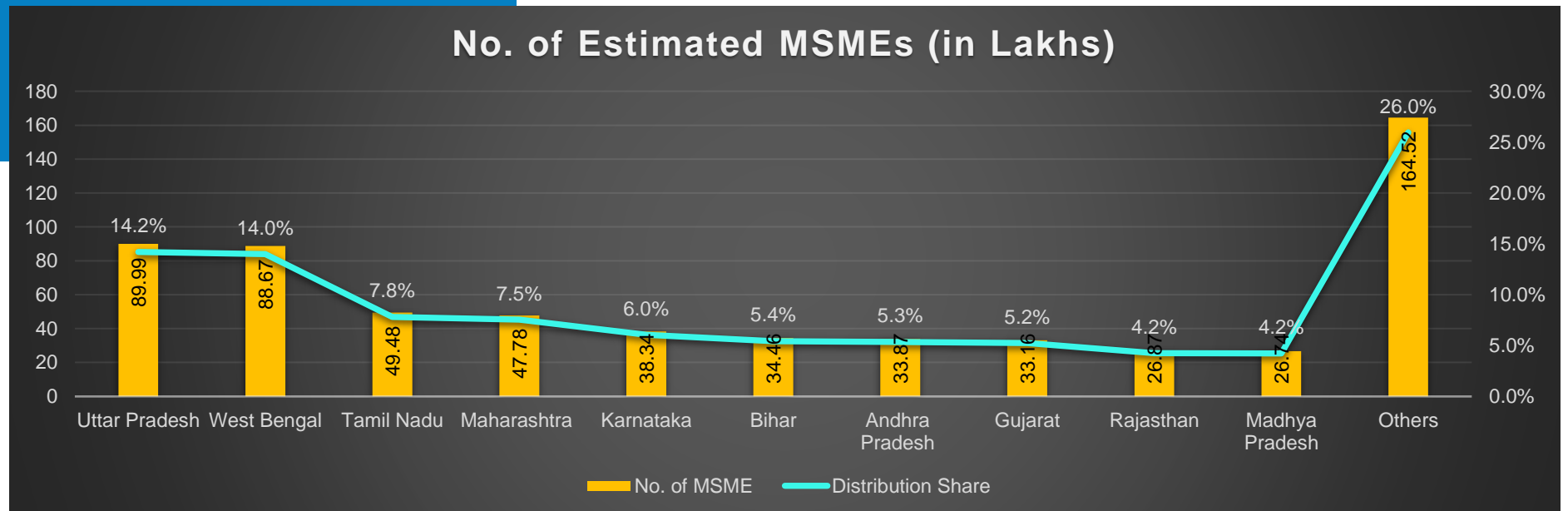
Employment

According to the 73rd wave of the National Sample Survey (NSS), the MSME sector created 11.10 crore employment in rural and urban regions throughout the nation in 2015-16. (360.41 lakh in manufacturing, 0.07 lakh in non-captive electricity generation and transmission, 387.18 lakh in trade, and 362.82 lakh in other services).

“ State – wise Distribution of MSME

Brief

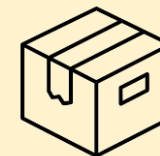
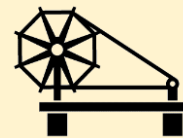
The state of Uttar Pradesh had the most estimated MSMEs, accounting for 14.20 percent of all MSMEs in the country. The top ten states accounted for 74.05 percent of the country's total estimated number of MSMEs.



Source: MSME Annual Report 2020-21



Government Push



Mr. Nitin Gadkari, Minister of Road Transport & Highways and Micro, Small and Medium Firms, declared in June 2021 that the procedure for registering micro, small and medium enterprises would be simplified. Only PAN and Aadhaar cards will be required for MSME registration.

The Khadi sector sold Rs. 1,877.19 crore (US\$ 259.37 million) till December 2020, and is expected to sell Rs. 3,856.50 crore (US\$ 532.84 million) until March 2021.

As of June 3, 2021, the government has recognized 50k start-ups that had created 5.5 lakh employment under the 'Startup India' initiative.

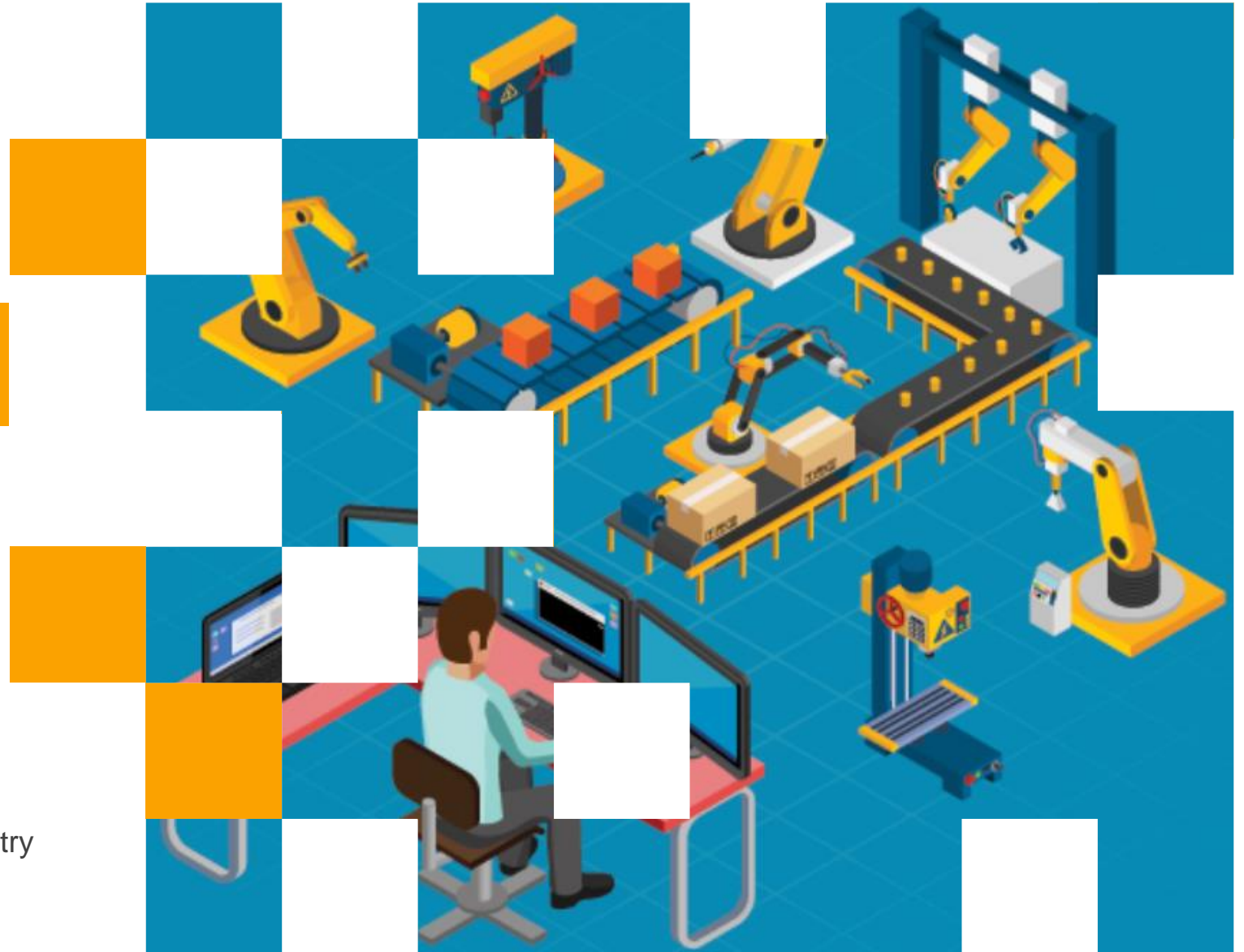
The NSIC and the NSTFDC (National Scheduled Tribe Finance & Development Corporation) and SAIL inked an MoU in February 2021 to provide financial support to the LBI (Livelihood Business Incubation Centre) in Rourkela.

In February 2021, 50 artisan-based SFURTI clusters were launched in 18 states, supporting over 42,000 artisans working in traditional crafts (such as handlooms, woodcraft, muslin, and khadi)

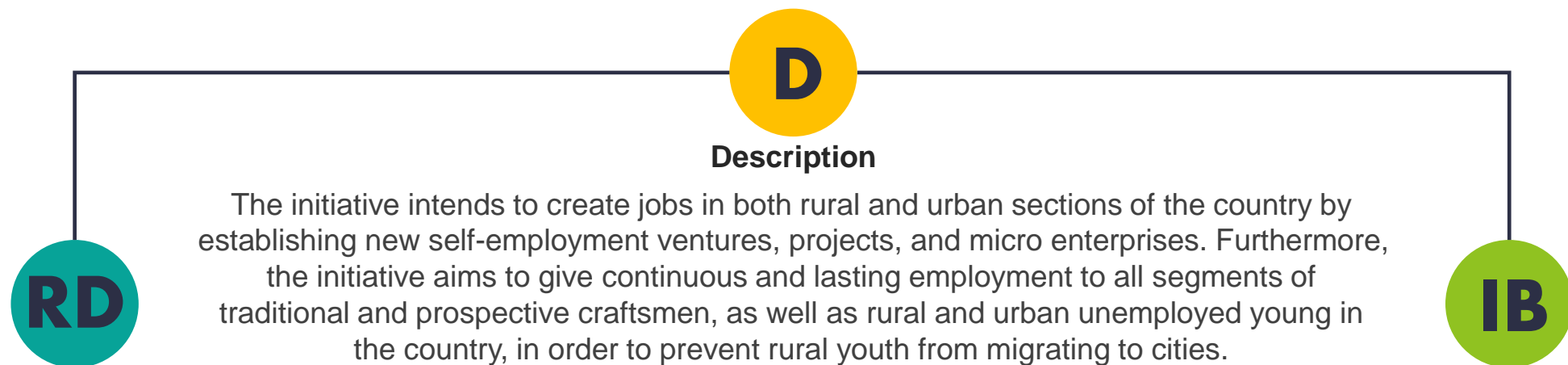
Major Schemes of the Ministry of MSME

The Ministry of MSME runs various schemes aimed at:-

- i. Providing credit and financial assistances.
- ii. Skill development training
- iii. Infrastructure development
- iv. Marketing assistance
- v. Technological and quality upgradation
- vi. Other Services for the MSMEs across the country



ARI Division



Recent Developments

By eliminating the District Task Force Committee, the application procedure has been simplified. Marketing and technical professionals will be hired in all states to provide handholding and mentorship to PMEGP beneficiaries.

FUNDS ALLOCATED (FY 2020-21) ₹ 1,650 Crore	EXP. INCURRED (upto 31-12-20) ₹ 1,018.50 Crore
--	--

Year	Margin Money Disbursed (Rs. Crore)	Micro Units Assisted (Number)	Estimated Employment Generated (Number)
2017-18	1,312	48,398	3,87,182
2018-19	2,070	73,427	5,87,416
2019-20	1,951	66,653	5,33,224
2020-21*	1,001	31,923	2,55,384

*30.12.2020

Source: MSME Annual Report 2020-21

Intended Beneficiaries

Under the PMEGP, only new projects are examined for approval. Self-help groups (including those belonging to the BPL if they have not received benefits under any other plan), Institutions founded under the Societies Registration Act, 1860; Production Co-operative Societies, and Charitable Trusts are also eligible.

A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship (ASPIRE)

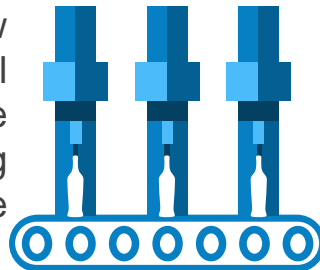


Objective

- Reduce unemployment by creating new jobs.
- Encourage India's entrepreneurial culture.
- Economic development at the grass-roots level.
- Facilitate innovative business solution for unmet social needs.
- Boost the MSME sector's competitiveness and encourage innovation.

Intended beneficiaries

Existing incubation facilities that are now operating under the auspices of several Ministries and Departments of the Government of India or Institutions, comprising GOI/State Government institutions at the national and regional levels.



Eligible private institutions, such as Industry Associations, along with Academic Institutions, R&D laboratories, Universities, Government entities and Technology Parks, institutions with a proven track record in fostering innovative/technology-based entrepreneurship in the agro-rural landscape, are invited to establish new incubation centers.

**FUNDS
ALLOCATED**
(FY 2020-21)

BE: ₹ 30.00 Cr.
RE: ₹ 15.00 Cr.

**EXP.
INCURRED**
(upto 31-12-20)

₹ 5.88 Cr.

Activities Covered under the scheme:-

A. Livelihood Business Incubators (LBI) by NSIC, KVIC, Coir Board or any other Institution or Agency of Govt. of India/State Govt. or Private Institution under PPP mode – Support for setting up LBI's (Rs.100 lakh for NSIC & other Govt. agencies and Rs.50 lakh for eligible agencies under PPP) for plant & machinery only.

B. Technology Business Incubator

- Support for Existing Incubators:- Rs.30 lakh for plant and machineries
- Setting up of New Incubator:- Rs.100 lakh for plant and machineries)

C. Status:

Till 31st December 2020, 86 LBIs and 18 TBIs have been approved, of which 49 LBIs and 8 TBIs are already functional. 34,251 persons have been trained in LBIs as on 30.09.2020, of whom 10,383 persons are self-employed and 5,813 persons have been employed in other units

Scheme of Fund for Regeneration of Traditional Industries (SFURTI)

The scheme covers three types of interventions

Soft interventions

Activities to build general awareness, counselling, skill development and capacity building, exposure visits, market development initiatives, design and product development, etc.

Hard interventions

Creation of common facility centers, raw material banks, upgradation of production infrastructure, warehousing facility, tools and technological upgradation, etc.

Thematic interventions

Interventions on a cross-cutting basis for brand building, new media marketing, e-commerce initiatives, R&D, etc.

Objective

The objective of 'Scheme of Fund for Regeneration of Traditional Industries' (SFURTI) are to group traditional industries and artisans into clusters in order to boost their competitiveness and ensure their long-term viability.
to enhance marketability of products of such clusters,
to equip traditional artisans of the associated clusters with the improved skills,
to make provision for common facilities and improved tools and equipment for artisans,
to strengthen the cluster governance systems with the active participation of the stakeholders, etc.

Status

The Ministry of MSME has approved an amount of Rs.784.85 Cr. as Gol grant for implementation of clusters since 2015-16 to 2020-21 (till 31.12.2020).

Ministry has released an amount of Rs. 127.41 Cr. during the year 2020-21 (till 31-12-20) for implementing the activities prescribed in the DPRs such as; setting up of Common facility Centers (CFC), procurement of machineries, conducting Soft Interventions activities such as marketing initiatives, etc.

79
clusters became functional till 31-12-2020

1.98 Lakhs
Artisans Benefitted

335
Approved proposals for setting up clusters under the scheme

FUNDS ALLOCATED
(FY 2020-21)
BE- ₹ 464.85 Cr.
RE- ₹ 201.46 Cr.

EXPENDITURE INCURRED TILL 31-12-20
₹ 127.41 Cr.

Other Schemes



Prime Minister Employment Generation Programme and Other Credit Support Schemes

- Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTMSE)
- Interest Subsidy Eligibility Certificate (ISEC)



Entrepreneurship and skill Development Programme

- Entrepreneurship Skill Development Programme (ESDP)
- Assistance to Training Institutions (ATI)



Technology Upgradation and Quality Certification

- National Manufacturing Competitiveness Programme (NMCP)
- Building Awareness on Intellectual Property Rights (IPR)
- Credit Linked Capital Subsidy for Technology Upgradation
- Marketing Support/Assistance to MSMEs (Bar Code)
- Lean Manufacturing Competitiveness for MSMEs
- Technology and Quality Upgradation Support to MSMEs

CHALLENGES and WAY FORWARD



- **Finance-related Challenges**
- **Challenges in Marketing and Management**
- **Labour-related Challenges**
- **Problem Aggravated due to Covid-19**



Challenges and Way Forward

Finance – related Challenges

The lack of funding is one of the most significant issues that MSMEs in India confront. You know, one of the major causes of financial difficulties is a lack of financial literacy. The majority of MSME proprietors come from underdeveloped and impoverished areas.

Second, the banks are unsure about their ability to repay the loans. Their chances of capitalizing on real-time business possibilities are harmed by a lack of financial options, liquidity, extensive paperwork, and approval processes.

Solution

MSME owners should devote some time to learning about the government's current plans and policies.

Solution

These plans feature low interest rates, flexible payback conditions, and simple processing.

Solution

Aside from that, a number of private and public sector institutions have stepped up to provide financial assistance to MSMEs.



Challenges and Way Forward

Challenges in Marketing and Management

The rise of the MSME sector is impeded by a lack of management, entrepreneurial, and marketing skills. We all recognize how critical it is to employ the proper marketing strategies in order to boost income and attract new customers. Businesses, on the other hand, cannot compete due to a lack of professionalism and a well-structured top management.

Solution

MSME owners should take action to strengthen their competitive position.

Solution

They should also hire an expert to help them improve their marketing abilities, pricing policies, and network.

Solution

To boost the sale of domestic goods, the government has developed many unique schemes such as DMP, EMP, and MCY.



Challenges and Way Forward

Labour – related Challenges

Skilled labour is the backbone of any successful manufacturing organisation. MSMEs, however, face a lot of anomalies when it comes to skilled workers and labour law compliance. In addition, the MSME sector's problems are aggravated by a scarcity of qualified workers at a fair cost..

Solution

MSMEs should make an attempt to organize their own operations. Entrepreneurs should also make an effort to provide their employees higher remuneration.

Solution

On the other hand, the government should streamline the country's labour rules.

Solution

Employee productivity and morale will both benefit from on-the-job training.

Problem Aggravated due to Covid-19

More than 60% of economic activity carried out by India's MSME sector were also completely halted as a result of the lockdown. The MSME manufacturing enterprises that make agriculture-related commodities, on the other hand, have been unaffected by the lockdown. Furthermore, during the preceding lockdown period, the net sales growth rate of micro and small business units fell considerably.



Declining Revenues

MSMEs are already struggling in the run-up to the Covid-19 crisis, with decreased revenues and resource utilization..

Unavailability of Cash

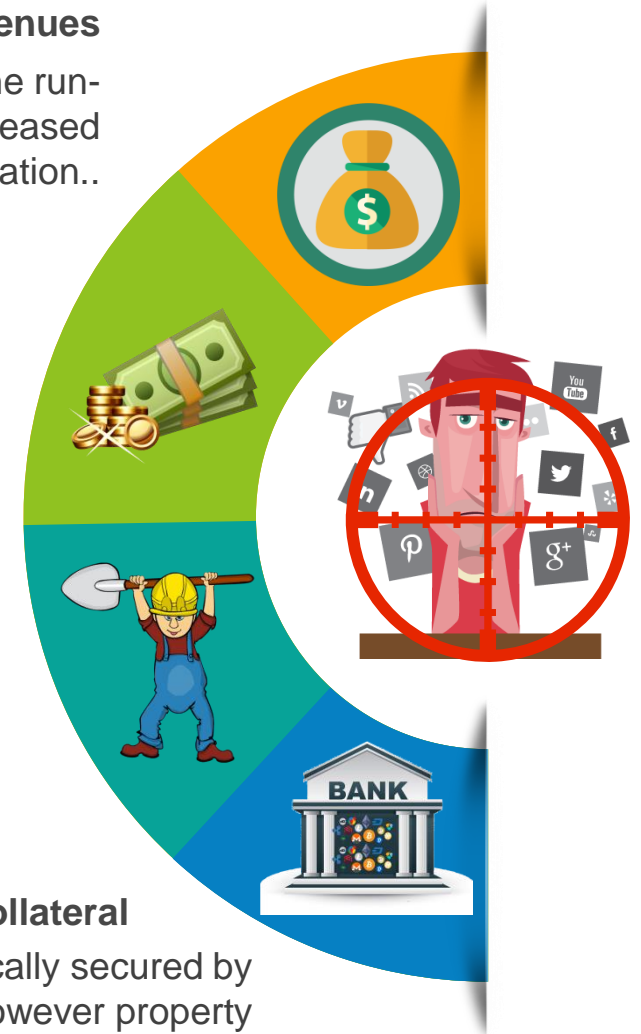
The absolute lockout has generated concerns about the viability of MSMEs, particularly owing to a lack of cash, which will result in job losses.

Lack of Labour Availability

The return of migrant workers will result in a labour shortage.

Loan Against Collateral

Loans to SMEs are typically secured by property (as collateral), however property prices fall during times of crisis, preventing fresh loans from being extended.



Way Forward after Covid-19

Covid-19 has wreaked havoc on India's economy, with MSMEs bearing the brunt of the damage. While these are difficult times, they also provide a chance for India's 63 million MSMEs to focus on thriving rather than just surviving in the future. The Indian MSME sector must play a critical part in our country's goal of a \$5 trillion economy. As a result, it is critical that the government, regulators, and major corporations provide appropriate assistance to this sector. The current epidemic presents a unique opportunity for organisations who are adaptable and nimble to change.

Technology and digitalization

In the new normal, information technology will play a significant role: As time goes on, being digital and being able to engage with the consumers through technology will become increasingly important in distinguishing the services. Digitalization lowers expenses and improves the efficiency of the company.

Be customer focused

Keeping regular contact with clients and having a thorough grasp of their future needs would be beneficial at this period.

Use Government Schemes

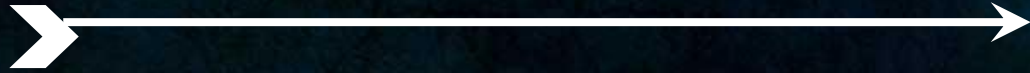
MSMEs, as stated by the Indian government, may serve as restart capital at a cheaper cost of financing, with a one-year moratorium on principal payments.

Financial fitness

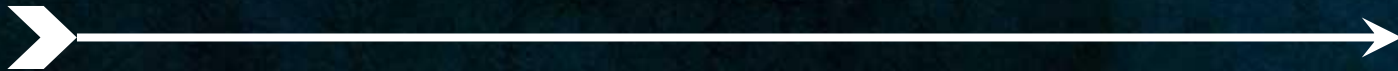
MSMEs should maintain a careful eye on their businesses' financial health. In this climate, providing extended durations of credit to the consumers should be avoided and reevaluating the operational expenditures realistically is a need of the hour.



Conclusion



To conclude, India's MSME sector is presently at the forefront of global expansion, thanks to a competitive and high-quality product variety. Government aid, on the other hand, is required to lower transaction costs associated with technical improvements, market penetration, and infrastructure modernization, among other things. The MSME sector is generally referred to be the 'engine of growth' for emerging economies. We'll start with an overview of the industry in India, then go on to some recent happenings that demonstrate the sector's expansion and importance in the Indian economy.



Export promotion, reservation policy, tools & technology, personnel training, technology, and management skills all provided significant prospects for economic development and improvement. It is stated that MSMEs in the Indian economy have exhibited enormous growth and good performance thanks to the government's policy framework and effective initiatives made from time to time to promote MSMEs' growth and development.

Tags: Atma Nirbhar Bharat, MSMED Act.

The micro, small, and medium-sized enterprise (MSME) sector is the backbone of the Indian economy. This industry has shown to be critical to the nation's prosperity, leveraging exports, and producing a large number of job possibilities for the unskilled, recent graduates, and underemployed. It also provided banks with greater options to provide loans to MSME businesses. The government should pay special attention to the importance of MSME in terms of offering more and more MSME Registration benefits by enacting improved rules that allow financial institutions to provide more credit at lower interest rates, ensuring the sector's long-term viability.





GAA

ADVISORY

Thank You

VALUATION

Business & Business Interests

- Business & Equity Valuation
- Valuation of Start-up / IPO / REIT / M&A, Leverage Buyout Valuation
- Valuation of ESOPs and Sweat Equity
- Valuation for Tax, Capital Gain, Transfer Pricing
- Valuation for Financial Reporting, Fairness Opinion, Purchase Price Allocation (PPA) for M&A
- Determination of Swap Ratio under Merger and Demerger
- Valuation of Inventory / Stocks and Debentures / Receivables
- Litigation and Dispute Support

Intangible Assets

- Valuation of Brands, Goodwill, Trademark, Copyright, Patents, Other Intangible Assets & Intellectual Property
- Valuation for Financial Reporting, Fairness Opinion, Purchase Price Allocation (PPA) for (M&A)
- Impairment Studies of Intangible Assets

Financial Instruments

- Valuation of Financial Securities, Instruments & Derivatives
- Valuation for M&A Transaction, under Insolvency & Bankruptcy Code

Immovable Assets (Real Estate)

- Valuation of Land, Building Residential / Commercial / Industrial Estates
- Valuation of Infrastructure Assets, Expressways / Toll Ways & Specialized Assets
- Valuation for Capital Gain Tax, Stamp Duty, Litigation & Dispute
- Impairment Studies for Financial Reporting, PPA, Cash Generating Units
- Mines, Mineral Advisory and Valuation
- Valuation under Insolvency & Bankruptcy Code (IBC)

Movable Assets (Plant & Machinery)

- Valuation of Industrial Assets and Plant & Machinery
- Valuation of Infrastructure Assets & Specialized Assets, Power Plants
- Fairness Opinion, Purchase Price Allocation for M&A
- Impairment Studies for Financial Reporting, Cash Generating Units
- Valuation under Insolvency & Bankruptcy Code (IBC)

TRANSACTION ADVISORY

- Buy side due diligence and closing due diligence
- Vendor due diligence and vendor assistance
- Sale Purchase agreement (SPA) and Business Transfer Agreement (BTA)
- Assistance in deal negotiation

RISK CONSULTING

Strategic & Risk Advisory Services

- Techno Economic Feasibility Studies
- Economic Viability & Financial Appraisal
- Business Plan Review

Technical Support Services

- Lender's & Investor's / Independent Engineer Services
- Technical Due Diligence, Technical Opinions
- Chartered Engineers Opinion & Certification
- Project Cost Investigations
- Project Appraisal & Monitoring

Agency for Specialized Monitoring (ASM)

- Term Loan Monitoring
- Working Capital Monitoring
- Cash Flow Monitoring

Financial & Treasury Risk Advisory

- Assessment Of Credit Risk, Market Risk & Interest Rate Risk
- Assets Quality Review & Stress Testing
- Assessment of Expected Credit Loss
- Assessment of Asset Liability Management & Liquidity Risk

INVESTMENT BANKING

- M&A Advisory:
 - Sell Side, Buy Side
 - Domestic & Cross Border
- Partner, Joint Venture & Strategic Alliances
- Government Disinvestment & Privatization
- Fund Raising – Equity, Mezzanine, Structure Finance & Debt
- Distress Investment Banking – One – Time Settlement, Priority and Interim Funding, Rescue Financing and Buyouts

DISPUTE & LITIGATION SUPPORT

- Valuation Services
- Damages & Loss of Profit Assessment
- Independent Expert Testimony
- Anti – Trust & Competition Advisory
- Post – Acquisition Disputes, Joint Venture & Shareholder Disputes
- Civil & Construction Disputes, Real Estate Disputes
- Intellectual Property Rights Dispute

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