



Indian Institute of  
Corporate Affairs

*Partners in Knowledge. Governance. Transformation.*

**(Centre for Micro, Small & Medium Enterprises)**

### **ONE DAY INTERACTIVE WORKSHOP ON**

**CORPORATE FINANCE, SME IPO, FUNDS RAISING, VALUATION & WEALTH CREATION**

**ALL YOU NEED TO KNOW FOR IMPLEMENTING SME IPO, FUNDS RAISING, WEALTH CREATION!**

**21<sup>st</sup> July, 2018**

**Russian Centre of Science and Culture, 24, Firoz Shah Road  
New Delhi - 110001**

## **ABOUT INDIAN INSTITUTE OF CORPORATE AFFAIRS**

**Indian Institute of Corporate Affairs** (Website: [www.iica.in](http://www.iica.in)) is a 21st century unique world class institution established by the **Ministry of Corporate Affairs, Government of India**. Its aim is to provide holistic treatment of all issues that impact corporate functioning to help today's business and shape tomorrow's. **The Hon'ble Minister of State for Finance & Corporate Affairs is the President of IICA. Secretary, Ministry of Corporate Affairs is the Chairperson of the Board of Governors**, which has many eminent personalities. The state-of-the-art campus of IICA is located at Manesar, Dist. Gurgaon, Haryana.

The **Centre for MSME**, an integral part of Indian Institute of Corporate Affairs (IICA), has been established to foster understanding of the regulatory framework, encourage innovative responses to business environments and focus on all other relevant issues affecting the MSMEs. It enables capacity building through training and interactions such as seminars and workshops, engages in documentation and research on MSMEs practices, encourages cluster development initiatives and uses its pivotal crosscutting position to create synergy among various facets of the MSME sector.

## **About the Workshop**

Funds Raising is a critical task for every company and it can become tedious if you don't understand the finer nuances of the process. For growing companies, seeking to raise capital, listing & SME IPO on stock exchange can be a superior route to growth. Stock Exchange Listing and SME IPO will help unleash the valuation of SME companies and in the process will create valuation and wealth for all the stakeholders. The SME companies now have the great opportunity to grow into big public listed companies by getting themselves listed on SME stock exchanges. This workshop will help SME companies owners to be well prepared to transform their SME company into a successful and wealthy public listed company that continually delivers maximum value to its shareholders.

The technology and e-commerce businesses in India have seen unprecedented growth. Several million dollar businesses have been created in a short span of time. Generally, start-ups are high on technology but face biggest challenge in funds raising and in implementing financial ideas and strategies. About 90% of businesses fail due to lack of sufficient funding.

This one day workshop is intended to disseminate knowledge and in helping companies in availing greater access to funds easily and quickly in an efficient & credible manner, business value creation, wealth creation, SME IPO, listing the company at India's premier stock exchanges, extensive tax savings, easy & tax efficient entry and exit strategies for PE / VC / angel investors, national & international branding, business monetization, maximizing profits and many more.

## Learning Objectives of the Workshop

This workshop will help SME companies to be well prepared to transform their SME Company into a successful and wealthy public listed company that continually delivers maximum value to all its stakeholders. The workshop will help Participants in learning:

- Art & science of funds raising. Key sources & steps for funds raising.
- Key steps for Migration of Proprietorship/Partnership firm to Company
- Top 10 benefits & process of SME IPO on India's premier stock exchanges.
- Eligibility criteria for SME corporates for SME IPO and listing at India's premier SME stock exchanges of India including IPO grading.
- When to raise funds, how much to raise and from whom.
- Buildings pitch perfect business plan and valuation.
- Process of listing the company on SME stock exchanges and raising funds.
- Structuring a company for seed, angel and venture capital investment.
- Business value creation. Learn how to structure a company for seed, angel and venture capital investment. Gain insights on methodologies used to determine valuation of companies.
- Understanding key financials, profit & loss account, balance sheet, vital financial & compliances health check-up. Cash flow statements, Ratio Analysis.
- Angel investing, entry and exit strategies for private equity, VC & angel investors.
- Investors view-what they look for before investing in a company. Sectors attracting maximum investments. Understand best practices for identifying and approaching potential investors.
- Key terms in term sheets. Know how to negotiate and document term sheets.
- Planning exit routes for investors.
- Systems & controls for maximizing profits and revenues.

## WHO SHOULD ATTEND

- Corporate CEOs, Directors, CFOs, Company Secretaries, Key Managerial Personnel, Compliance officers of Companies.
- Angel investors, Venture Capital and Private Equity firms.
- Must attend for people with varying level of experience i.e. Senior Management, Middle, General Managers and Program Managers working in DICs (under Directorate of Industries), State Industry Departments, NSDC, DGT, SIDBI, MSME-DI, Office of DC-MSME, Office of DC-Handicraft and DC-Handloom, State Industrial Development Corporations, States Financial Corporations, EXIM Bank, BRICS Development Bank, IFC, German, US, European & UN development agencies) and other development sector professionals.
- Beneficial to CEOs and Directors of Small & Medium Enterprises (SMEs), Chambers of Commerce & Industry, Small & Medium Business Development Chambers of India, Trade Promotion Organizations, **Women Entrepreneurs**, SME Consultancy and Research Institutes of India, SME Technology Development Council for SMEs, SME Business Clubs, State FINANCIAL CORPORATIONS, Industrial and Economic Development Associations, MSME Development Institutes (MSME-DI) etc.

## PROGRAM HIGHLIGHTS

- Dedicated one day packed with interactive sessions comprising slide shows, experience sharing and consultation etc.
- A certificate of Participation will be awarded to the participants after the successful completion of the program by IICA.

## Program Schedule

The Workshop will help Participants in Learning following topics:

|                  |  |
|------------------|--|
|                  | Opening session – Setting the Context  |
| <b>Session 1</b> | <ul style="list-style-type: none"> <li>▪ Art &amp; science of funds raising. Key sources &amp; steps for funds raising.</li> <li>▪ New emerging avenues of funds raising for corporates like SME IPO, Private Equity.</li> <li>▪ Learn when to raise funds, how much to raise and from whom to raise funds.</li> <li>▪ Top 10 opportunities and advantages for corporates for funds raising through SME IPO.</li> <li>▪ How to prepare for funding and funds raising for SME IPO.</li> </ul>   |
| <b>Session 2</b> | <ul style="list-style-type: none"> <li>▪ The eligibility requirements and due diligence process for funds raising</li> <li>▪ The complete process and road map of SME IPO for corporates.</li> <li>▪ Business value creation and wealth creation for corporates listed in stock market.</li> <li>▪ How to structure a company for seed, angel and venture capital investment.</li> <li>▪ Gain insights on methodologies used to determine valuation of companies.</li> </ul>   |
| <b>Session 3</b> | <p>Migration of Proprietorship/Partnership to Company</p> <ul style="list-style-type: none"> <li>▪ The Need for migration into Company and benefits of Company Structure</li> <li>▪ Procedures under Companies Act – Drafting MOA, Incorporation of Company, Documentation for Takeover, Allotment of shares to Partners.</li> <li>▪ Income Tax Provisions in reference of takeover of business into Company – how to claim exemption from Capital Gain</li> <li>▪ Other Issues in reference to Transition – Property Transfer Stamp Duty Issue, Existing Contracts, Vendor Registration, Payments in old name after takeover, Bank Limits transfer</li> </ul> |
| <b>Session 4</b> | <ul style="list-style-type: none"> <li>▪ Angel investing, entry and exit strategies for private equity, VC &amp; angel investors.</li> <li>▪ Understanding key financials, profit &amp; loss account, Balance Sheet,</li> <li>▪ Understanding vital financial &amp; compliances health check-up.</li> <li>▪ Cash flow statements, Ratio Analysis. Net Profit v/s Net Cash Flow.</li> <li>▪ Building pitch perfect business plan and valuation for funds raising.</li> </ul>  |
| <b>Session 5</b> | <ul style="list-style-type: none"> <li>▪ Investors view-what they look for before investing in a company.</li> <li>▪ Industry sectors attracting maximum investments.</li> <li>▪ Understand best practices for identifying and approaching potential investors.</li> <li>▪ Key terms in term sheets. Know how to negotiate and document term sheets.</li> <li>▪ Planning exit routes for investors.</li> <li>▪ Systems &amp; controls for maximizing profits and Revenues.</li> </ul>  |
|                  | Open House Q&A Session   |

## REGISTRATION & PROGRAM CHARGES

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|--------------------|--|
| <b>Venue</b>       | Russian Centre of Science and Culture<br>24, Firoz Shah Road, Near Mandi House,<br>New Delhi, Delhi 110001   |
| <b>Date</b>        | 21 <sup>st</sup> July, 2018  |
| <b>Program</b>     | One Day Interactive Workshop on Corporate Finance, SME IPO, Funds Raising, Valuation & Wealth Creation - All You Need to Know for Implementing SME IPO, Funds Raising, Wealth Creation |
| <b>Timings</b>     | 10:00 am to 06:00 pm   |
| <b>Program fee</b> | Non-Residential: Rs.10,030/- (Rs.8,500/- plus GST)   |

### **Please note:**

- 5% discount for minimum two & more than two attendees from one organisation
- 10% discount for more than three attendees from one organisation
- *Limited seats, Registration on the basis of first come, first serve!!!*

### **Payment Mechanisms:**

#### **A. NEFT Details:-**

| <b>S. No.</b> | <b>Particulars</b>            | <b>Details</b>   |
|---------------|-------------------------------|--|
| 1.            | Name of the Beneficiary       | Indian Institute of Corporate Affairs  |
| 2.            | Account Number                | 604810210000007  |
| 3.            | Type of Account               | SB-10  |
| 4.            | Name & Address of Bank Branch | Bank of India, Electronic Niketan, CGO Complex, Lodhi Road, New Delhi-110003 |
| 5.            | Branch Code                   | 6048   |
| 6.            | MICR Code                     | 110013052  |
| 7.            | NEFT IFSC Code                | BKID0006048  |

#### **B. Demand Draft:**

The programme fee may also be paid through a demand draft drawn in favour of "Indian Institute of Corporate Affairs" payable at New Delhi.

### **For more details, please contact undersigned:-**

**Mr. Rajesh Batra,**

Head-Centre for MSME

Indian Institute of Corporate Affairs

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## Program Director & Facilitator



**Mr. Rajesh Batra**  
Head-Centre for MSME  
Indian Institute of Corporate Affairs  
(Ministry of Corporate Affairs)

**Rajesh Batra** is currently responsible for several development activities through Capacity Building measures by taking serious initiatives in Entrepreneurship Education, Information, Research and Consultancy, Collaboration for Policy Facilitation, professional endeavors for institutional strengthening, Sector guidelines and advocacy to develop best practices for SMEs.

He has long experience of dealing with promotion, development and financing of Micro, Small and Medium Enterprises as well as Agriculture Rural Industries segments, SME competitiveness enhancement and institutional strengthening. Over the last 25 years, he has worked extensively in the Policy development work, Business Strategy, Project Management, Imports, Program management, Procurement & Logistics / Supply Chain Management (SCM) and Business development. He was appointed Sole Arbitrator under the Arbitration & Conciliation Act 1996 by the Chairman-cum- Managing Director of NSIC Limited for adjudication of disputes and differences between NSIC Ltd. and Private Business units. Besides, as a member of core team, he worked closely to lead / oversee the matters related with large scale implementation of Activity Plan / Programs including govt. grant monitoring and administration under the Centrally Sponsored large Schemes of Govt. of India.

Rajesh has done his masters in commerce and postgraduate management courses in the areas of Foreign Trade and Marketing. Currently, Rajesh is with Indian Institute of Corporate Affairs (IICA) as Head, Centre for MSME since 25<sup>th</sup> April 2014. He is working very closely with the industry and with different GOI offices at the Ministry level, State bodies, industry associations/chambers of commerce, entrepreneurship development institutes, SMEs, national and international supporting partners and banks/financial institutions to ensure capacity building at both ends: at the government level as well as at the industries. He gets invited to speak and chair sessions by organizations such as Ministry of MSME and its constituent institutions, Industry Associations and other leading Institutions as well as for select interaction meeting.

Before joining IICA – an autonomous institution under the Administrative Control of Ministry of Corporate Affairs, Government of India, he was working as Dy. General Manager with India's apex SME development organization – The National Small Industries Corporation Ltd. (NSIC) – The Premier Mini – Ratna Government of India Enterprise under Ministry of Micro, Small & Medium Enterprises.

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## Program Faculty



**CA. Rajan Bhatia** is an eminent and renowned senior Chartered Accountant and alumnus of prestigious Shri Ram College of Commerce, Delhi University & IIM-C with over 20+ years of experience across several industries and prestigious companies. Mr. Rajan Bhatia has a wealth of over 20+ years of experience in CFO positions and business consulting to Fortune 500 MNCs & prestigious corporates like The Oberoi Group of Hotels, East India Hotels Limited, Motorola India Limited, Goodyear India Ltd., World Health Organization, World Wide Fund For Nature-India, Indus Balaji Private Equity firm to name a few. CA. Rajan Bhatia is founder & CEO of Global CFO and Rajan Bhatia & Company and provides CFO services for Corporate Governance, Listing compliance management, CSR implementation, Internal Financial Controls, ICDS Implementation, maximizing profits, valuations, wealth creation, IPO advisory and global expansion and funding to Corporates and SMEs.

CA. Rajan Bhatia is the knowledge partner of India's premier National Stock exchange has done several workshops and training programs on Corporate Governance, Listing compliance management, CSR, Internal Financial Controls, maximizing profits, valuations, wealth creation and global expansion and funding to Corporates and SMEs at respected industry bodies like India's premier National Stock Exchange, ASSOCHAM, NASSCOM, TIE, CII, TEDx, IIT-Kanpur, SRCC, ICAI, Department of Business Economics, Indian Institute of Corporate Affairs-IICA, Direct Taxes Regional Training Institute & several corporates have benefited from his keynote presentations, signature workshops, consulting and thru his valuable articles published in leading business magazines.



**Mr. Rajeev Bhargav**  
CA

**Rajeev** is a Chartered Accountant from the Institute of Chartered Accountants of India, an Associate of the Institute of Company Secretaries of India, Law Graduate and Post Graduate in Commerce.

Rajeev is a practicing Chartered Accountant in Delhi and has expertise in Corporate Taxation, Company Law and foreign exchange laws. He is providing consultancy to many reputed companies on various aspects of Taxation and Compliances. He has keen interest in mentoring startups and entry level businesses by handholding them in managing their initial challenges and helping a number of entry level businesses under virtual CFO model. Rajeev is an active speaker on various matters related to Compliances and is also associated with Indian Institute of Corporate Affairs as Guest Faculty for its Seminars.

He is having over 15 years of experience in various aspects of Finance & Compliances. He has exposure to manufacturing and service industries across all size of companies.

He has worked with organizations like Itron (USA), Maccaferri (Italy), s.Oliver (Germany) and Orient Craft prior to founding his CA Firm 'R Bhargav & Associates'.