



# COMPANY PROFILE

# About Us

## Investment Banking | Boutique Real Estate Solutions

Elysium Capital Advisory Pvt. Ltd (Elysium Capital) is an investment banking enterprise with a niche leadership in real estate ecosystem. Since our inception in 2012, we have brought in a new approach to real estate financing in the country.

**Headquartered in Mumbai**, we have regional offices in Pune and Bangalore.

Our approach is driven by our senior management, a group of senior ex-bankers and professionals having an aggregate experience of more than five decades in project finance, business banking and investment advisory.

Our goal has always been to be the first choice advisors for anyone seeking project capital in India. To this end, our exclusive focus is to offer our clients a full spectrum of investment banking services including capital raising, debt syndication, deal structuring,

corporate lease financing, working capital finance, mergers and acquisitions, private equity and research advisory.

Our experience and capabilities in raising capital for real estate and infrastructure companies is the hallmark of our success. We have assisted our clients raise over **INR 6500 crores** in the last five years of our operations. In all the transactions we have executed till now, we have worked on independent mandates and have had a **success rate of more than 85%**.

Elysium Capital was *founded by Mr Subhash Udhwani* – a senior corporate and investment banker. He is an IIM-B alumnus and FCA.

We are well networked with the top management teams in almost all financial institutions in the country including Banks, NBFCs and Equity Funds.



# Our Cornerstone



**Subhash Udhwani**  
**Founder**

With 20 years of professional experience across various aspects of financial services, Subhash, the founder, is the cornerstone of the organization. An **IIM Bangalore alumnus**, a fellow member of Institute of Chartered Accountants of India and a qualified cost accountant, Subhash had a highly stimulating and successful stint in ICICI Bank in various capacities, primarily in the bank's corporate and real estate division heading Real Estate Credit and Asset Relation Group for the entire bank.

He has independently handled one of largest real estate portfolio in India having a client base of more than 110 corporates and structured and executed transactions of more than **INR 25,000 crores** across entire Corporate and Real Estate spectrum covering residential, commercial, malls, lease based financing and structured debt. As the head of Asset Relationship Group, Subhash had also handled restructuring and stressed assets deals in close coordination with RBI and other syndicate bankers.

In his overseas stint with ICICI Bank, he served as Deputy CFO for ICICI Bank's Europe operations based out of London. Subhash is an avid traveller and trekker and has traveled across India and many of the countries across the world.

# Our Mentor



**Sachin Khandelwal**  
**Strategic Advisor**

Sachin has been one of the pioneers in the housing finance industry being the MD and CEO of ICICI's Housing Finance company, spearheading it to newer heights. Later he was a key member on the board of Magma Fincorp and was the MD and CEO for their Housing Finance company.

He is now a part of Elysium growth story as a mentor and strategic advisor. In this role he would guide us through his experience in strengthening the existing business lines and help us take informed strategic decisions in pursuing new pastures.

Sachin has been at the forefront of all paradigm shifts which have changed the face of Indian industry. Be it the introduction of Honda City as the first truly international sedan in India or the introduction of pager technology in the country by Nokia, or introduction of organized office equipment business at Godrej, he has been at the helm of all. He moved from consumer goods to financial services sector with elan and imprinted his stamp on the business there also by pushing the ICICI Bank growth story in products like vehicle finance and cards as a business head. Having seen multiple business cycles across various industries, Sachin thought it worthwhile to guide and mentor some select and passionate companies like Elysium.

He is a Mechanical Engineer armed with an MMS in Marketing from Sydenham Institute of Mumbai University. Sachin is a recipient of numerous awards and is well recognized in the industry as a prominent thought leader.

# Our Leadership Team

Puneet is a real estate & structured finance veteran of one and a half decade. In his previous role, he was leading western region for Xander Finance as an investments professional. Before Xander, he was a founding member of Kotak Mahindra Bank's CRE division. In his Kotak stint of 9 years, he worked across functions including credit, investments and advisory services wherein he also managed all key relationships in the western region. Early in his career, Puneet was associated with Mahajan and Aibara, a consulting firm, where he was responsible for conducting consulting and diligence assignments for several large multinationals and Indian corporates. Puneet is a Chartered Accountant by education and also a graduate in commerce from Mumbai University. He is an avid swimmer, a certified scuba diver and likes to trek the Himalayas in northern India.



**Puneet Jain**  
Partner



**Amit Kumar**  
Chief Operating  
Officer

Amit spearheads deal origination in West, North and East India. He also heads the Analytics vertical, HR and Operations in the company. He has 15 years of professional experience in quality business acquisition, relationship management and banking operations with Yes Bank, ICICI Bank and UTI Bank managing flagship branches and clusters in SME and corporate client acquisition and servicing. Amit is an expert hand in managing critical areas of operations like handling of Ultra HNI relationships, handling critical regulatory cases and handling of comprehensive audits and SOX processes. In his career he has been a recipient of numerous awards in Sales, Audit and Service Quality. He has a Masters degree in Management Studies (MMS) from University of Mumbai and a Masters degree in Economics from the prestigious Delhi School of Economics. Amit is an active Rotarian and supports causes related to youth, healthcare and social issues.

# Our Leadership Team



**Prasanna Kumar**  
Executive Director

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Prasanna has had a long and successful stint of 11 years with ICICI Bank wherein he is credited with developing the RE market for Maharashtra, Goa and Central India from scratch. In his last position as Asst General Manager, he was heading Western India for Real Estate Financing, managing a book of Rs 3,200 crores. Before this, he has spearheaded flagship regions and locations in FMCG sales for 13 long years having worked with giants like Nestle, Pepsico and Gillette. Prasanna is a BE (Civil) armed with an MBA in Finance.

# Our Senior Team – Acquisition



**Prateek Jain**  
Vice President

Prateek takes care of deal origination for corporate clients of Northern and Western India. He takes care of end to end delivery of the transaction including the proposal presentation, credit appraisal, client servicing, documentation and structuring of the transaction. He also spearheads the company's marketing initiatives and has worked for large corporations for significant part of his career before beginning his journey as entrepreneur in 2012. He has played different roles from managing sales at a telecom firm to being the director of a company which focused on international trading of metals. Prateek holds a degree in Engineering from the University of Nagpur.

Anand is a career banker having started as a Probationary Officer with the State Bank Group. He has held critical positions in India and abroad for the bank. In his long stint with ICICI Bank, he has handled the Construction Finance business for important geographies of Rest of Maharashtra, Goa and Madhya Pradesh. A science graduate from Osmania University, Anand is a JAIB certified banking professional. Anand loves to travel for work and leisure.



**Anand Vundru**  
Vice President

# Our Senior Team – Acquisition

Dilip is a senior corporate finance professional with extensive experience of more than 25 years in managing debt of mid-market companies and advising them on their working capital requirements. He has displayed strong acumen in handling such transactions from start to finish. Through his knowledge and relationship skills he has been able to build strong relationships with most of the financial institutions. He also has a good understanding of critical issues related to regulatory bodies like Direct and Indirect tax departments, RBI, SEBI and other Central and State Government bodies.

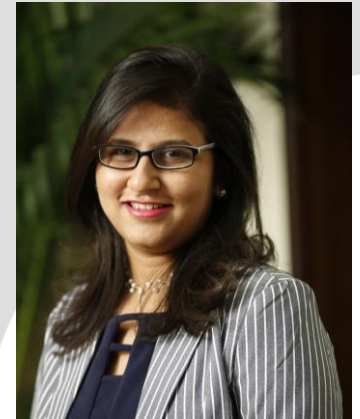


**Dilip Singh Soun**  
Associate Vice President



## Our Senior Team – Credit

Mittal takes care of the credit and risk assessment department and existing premium client relationship. She has extensive experience in deal structuring, credit monitoring and financial analysis. She has worked on numerous assignments related to loan syndication across sectors with a specialization in real estate and textiles. She is a Chartered Accountant by qualification. Mittal has traveled extensively across the country and the world.



**Mittal Shah**

**Associate Vice President**



**Ankita Salvi**

**Senior Manager**

Ankita spearheads the Credit and Risk teams and advises clients on probable structures in the transactions. A qualified Chartered Accountant, she was the first employee at Elysium Capital. Post that she has had a successful stint at Edelweiss Financial Services in their Real Estate vertical. She possesses strong domain knowledge on complex real estate transactions. Also having worked on various geographies across the country, she is an expert on different techno-economic intricacies associated with prominent cities.

## Our Senior Team – Credit

Lalita is part of Credit & Risk assessment and has been with Elysium since 2016. Prior to joining Elysium, she worked for Schlumberger Asia Pvt Ltd as a management trainee and assisted their Tax team in compliances and appeals. She also gained experience in experience in tax filing, accounts, Bank audit during her CA internship. Lalita is a commerce graduate from University of Mumbai and is pursuing CA Final.



**Lalita Sharma**  
Manager



**Jyoti Gupta**  
Manager

Jyoti is vital part of Credit & Risk assessment team and has been with Elysium since 2017. Prior to joining Elysium, she was part of loan syndication team at J.K. Saboo group for four years. She also gained experience in Bank Audit, Accounting and Taxation. Jyoti holds Masters degree in Commerce from University of Mumbai.

# Some Milestones we crossed

## Founded

**Feb 2012**

- The seeds were sown in a small office in Navi Mumbai

## First 1000 Crores

**Apr 2015**

- Achieved 1000 Cr of disbursement
- Team size increased to 8

## Spreading Wings

**Dec 2016**

- Moved to owned office
- Reached new geographies
- Covered 15 more lending institutions
- Team size doubled
- Opened regional offices in Bangalore and Hyderabad

## Raising The Bar

**Mar 2018**

- Became Sector Agnostic
- Started Elysium Analytics
- Touched 5000 crores
- Rated SME 3 by CRISIL

# Some Marquee Transactions

Raising The Bar Every Moment

**Client: One of the top 5 developers in Chennai**

**Deal Size: ~ Rs 375 crores**

Type of Financing: **Structured debt**

Brief: The client had an existing debt from the FIs PE firms at higher cost. The client was seeking an exit for them and an additional debt with extended moratorium for completion of construction of the projects. We were able to secure a stretched amount for the client at the best terms. We competed with an international investment bank for this transaction.

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**Client: Category A+ developer in Mumbai**

**Deal Size: ~ Rs 600 crores**

Type of Financing: **Lease Rental Discounting**

Brief: The client had an existing LRD running on one of the top performing malls in the country. We reviewed the cashflows and all the lease agreements for the client, identified the institutions and negotiated hard on all the terms including the amount and the rate of interest. We were able to clinch this deal amidst heavy competition from foreign banks and IPCs

**Client: One of the top 5 developers in Pune**

**Deal Size: ~ Rs 360 crores**

Type of Financing: **Structured debt**

Brief: We arranged the structured debt over three projects of the developer in two different transactions from the same financial institution. This was a complex transaction wherein there was a mix of refinance, take out, statutory and acquisition payment and construction finance.

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**Client: Category A developer in Pune**

**Deal Size: ~ Rs 240 Crores**

Type of Financing: - **Land Financing**

Brief: This was a land financing transaction wherein the existing developer was given an exit from a JV land. The financing was given towards settling the consideration and towards future development and construction. There were complex legal and structuring challenges which were resolved in this deal.



# Some More Transactions

Raising The Bar Every Moment

**Client: Category A developer in Hyderabad**  
**Deal Size: ~ Rs 70 crores**

Type of Financing: **Receivables Funding and Construction Finance**

Brief: We arranged a syndicated debt for the client's requirement over two projects from two financial institutions. This transaction was done at very competitive rates within stringent timelines as sought by the customer.

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**Client: A prominent Redeveloper in Mumbai**  
**Deal Size: ~ Rs 80 crores**

Type of Financing: **Construction Finance**

Brief: The client was seeking a longer duration of loan for his ongoing residential project. We got the client a stretched moratorium along with a further top up through another institution for taking care of approvals and construction costs.

**Client: Category A developer in Pune**  
**Deal Size: ~ Rs 80 crores**

Type of Financing: **Structured debt**

Brief: The client was seeking a refinance opportunity to give exit to an NBFC and needed additional amount for construction of the security on offer and some amount for general corporate purpose. We handled the end to end execution of transaction with ease and got them the desired amount at the best possible terms.

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**Client: One of the top 3 developers in Nashik**  
**Deal Size: ~ Rs 100 crores**

Type of Financing: **Construction Finance**

Brief: We helped the client get an initial finance at the early stage of the project. With sustained service to the client in terms of iterated analysis of financials and cashflows, we have been able to arrange multiple top ups from the same institution.

# **Transforming Dreams into Reality**

# Services Offered

We address growth and expansion needs of real estate developers and cover the entire spectrum ranging from vanilla construction funding, last mile finance, bridge funding, receivables finance, asset backed loans, structured debt, restructuring, acquisition finance, land finance etc.

We advise the client on their banking relationship, fund raising both through venture funds and through equity dilution. We handhold the client end to end in terms of Financial Analysis, Valuation, Fund Shopping and Negotiation.

We provide end to end advisory for SME financing including working capital finance, loan against property, bank guarantees, trade finance, and foreign currency loans. We also advise SME clients on debt restructuring and change/transition management.

We help in settlement of NPA accounts through negotiations. We act as an arbitrator between the Financial Institution and the ARC. We also advise the clients on SARFEASI and insolvency action. We help the client to come out of the deadlock optimally.

We provide Asset Monitoring Services to Financial Institutions both in terms of ongoing assessment as well as pre-sanction analytics. We also provide techno-economic and micro-markets based reports on demand.

**Real Estate  
Solutions**

**Private  
Equity**

**SME  
Business  
Loans**

**Stressed  
Asset  
Solutions**

**Real  
Estate  
Analytics  
Services**

# How We Do It

We understand the client's profile; assess the economic viability of the project and the associated need for finance. Our philosophy is to seek an optimal fit between the clients' needs and the financial institutions' offer.

We collect all the relevant information and documents, identify the appropriate financial institution(s), prepare the proposal note and cash flow analysis and negotiate the terms of the structure with institutions.

We assist the client right from the personal discussion with the lender to completion of documentation, handling of interventions and queries and in completion of pre & post disbursement formalities.

We Coordinate and follow up for processing of the transaction with lender and client including coordination with agencies for legal, technical and valuation assessments. We obtain the sanction letter/term sheet from the lender.

Post the completion of the transaction also, we ensure continuous service to the client in terms of any monitoring or audit from the lender, regulatory compliance and exploring opportunity for refinance.

***Need  
Assessment***

***Deal  
Structuring***

***Handholding  
of Client***

***Financial  
Closure***

***Customer  
Service***

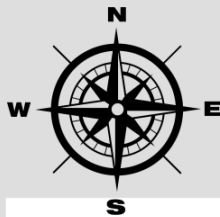


# Our Accomplishments

Raising The Bar Every Moment

**50+**

**Satisfied Clients**



**Pan India Presence**



**85%**

**Success ratio**



**6500 Cr**

**Disbursements**



**SME 3**

**CRISIL**

An S&P Global Company



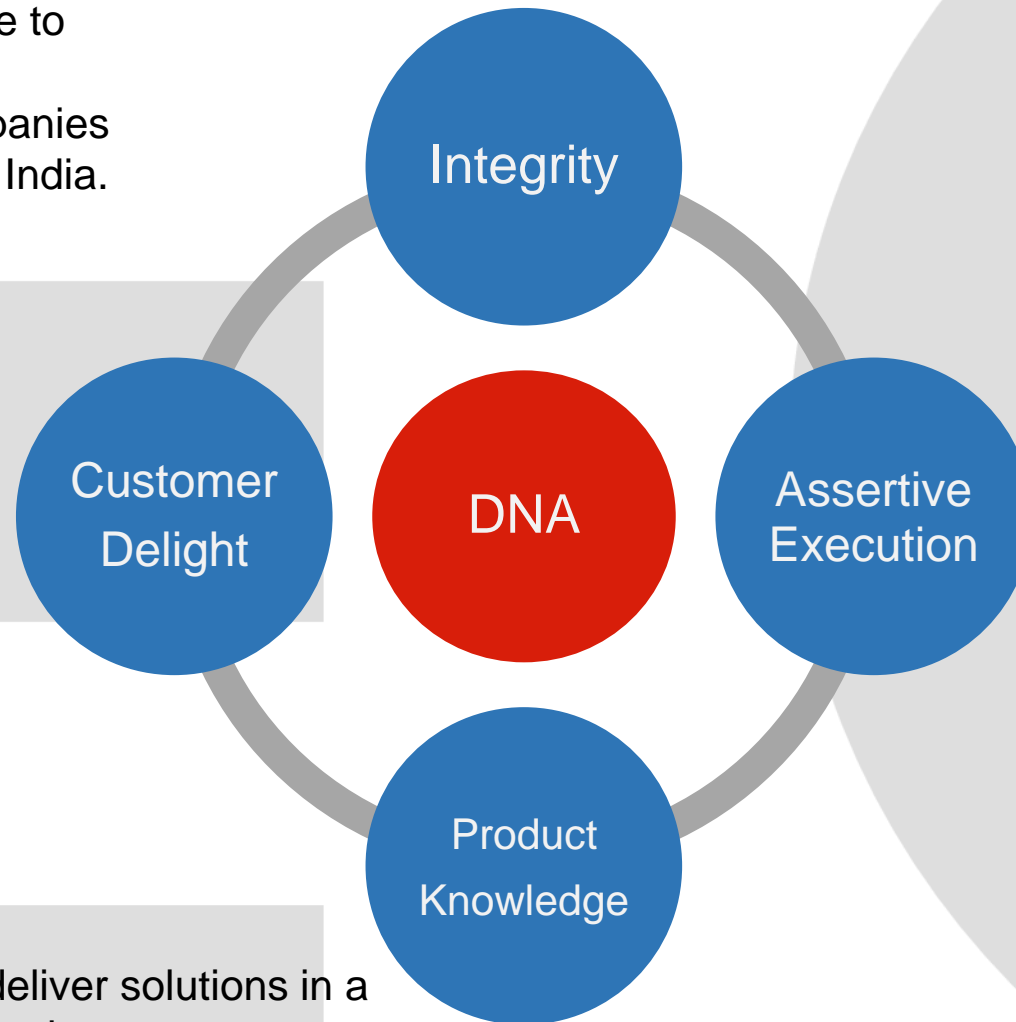
**100%**

**Client Retention**



# Our Subconscious

**Vision** – We strive to be the first choice Advisors for companies seeking capital in India.



**Mission** – We will provide advisory on clients' capital management requirements with knowledge based deal structuring, backed by strong risk analysis.

**Values** – We thrive to deliver solutions in a time bound manner ensuring transparency with a result-oriented approach.

# CSR Activities

Komal Udhwani is an industry specialist in Human Resources and CSR activities having worked relentlessly as an independent advisor in these areas. She heads HR, administration, customer service and CSR initiatives in the company. She holds a post graduate degree in Human Resource Management. Being an entrepreneur at heart, she has launched and managed some of the most successful design boutiques in Jaipur before co-founding Elysium Capital. She also initiated the social cause Elysium Smiles to help the under-privileged and marginalized strata of the society to have better education. She has a proven people-management skills coupled with professional competencies in the areas of human resources and client engagements.

## Elysium Smiles

Elysium Smiles is a registered trust addressing social issues like education and healthcare, the most critical challenges faced by the deprived strata of our society by empowering the target group with enablers so that they are able to unshackle the existing constraints in their growth.

Few of the causes we have currently undertaken

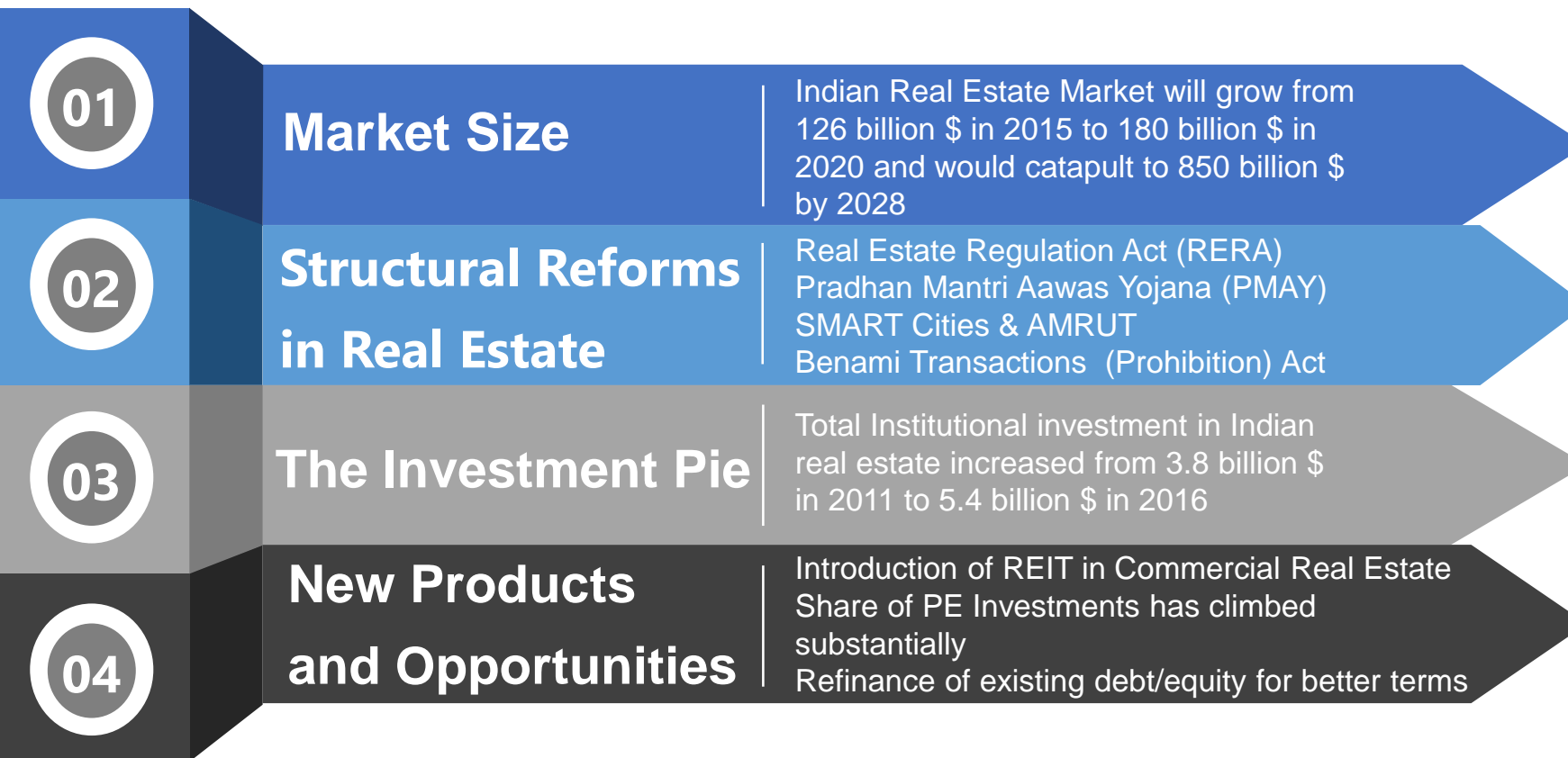
- **School education grants** to the students from economically weak families.
- **Coaching aid** for needy kids appearing in board exams.
- **Medical aid** to underprivileged paralytic patients.



**Komal Udhwani**  
Chief Trustee



# Point of Inflection – The Future Beholds





# Our Key Institutional Partners



# Our Key Clients





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