

## KOINE INVESTMENT ADVISORY

### **Introduction**

Koine is a boutique investment advisory firm providing advisory services for new business ventures in India. Our offices are located in the two South Indian cities of Kochi and Chennai. We also have a network of representatives in key cities across India. The firm is jointly promoted by Mr. Prasad Madhavan and Mr. Renju Paul Kocheril, having more than 24 years of combined experience in a wide range of industries including engineering, automotive, aerospace, telecom, software, financial services and consulting.

### **Our expertise**

Koine specializes in setting up new business ventures. We firmly believe that a new business venture requires maximum support during the initial stages, especially if the promoters are not familiar with the new location – be it an understanding of entry options, local market conditions, regulatory approvals, financing options etc. Koine has over the years set up many companies that has gone on to do extremely well in their own specialized areas. It is this learning that forms the basis of our expertise.

Advisory role of Koine starts at various stages for different clients. Some clients are sure of their requirements and turn to Koine to help them materialize these requirements whereas other clients come to us with an idea about exploring the Indian markets. We work with our clients to help them enter the Indian market in the most ideal manner suited to their requirements, be it a Greenfield project, a development centre or even local associations and partnerships.

### **1. Entry strategy and ground support**

One of the significant challenges in getting a project up and going in a new market is the ability to start ground work even before having a team in place. This is precisely where Koine steps in. We will do all the required ground work for you to get going by the time you have a team in place. We will ensure that projects moves forward within the agreed timelines. And once your team is ready to take over, we will hand over the project in a diligent manner. Our aim is not just to prepare reports, but also to get your business up and running profitably in the shortest possible time. We take pride in considering ourselves not just as advisors, but also as an extension of your project team.

We specialize in advising our clients about various entry options to India. Our focus area includes:

- ▶ Setting up green field manufacturing facility
- ▶ Setting up facilities for hospitality industry (hotels, hospitals, educational institutions)
- ▶ Setting up service enterprises (dealerships, malls, R&D centre, IT/ BPO)
- ▶ Customized business intelligence reports
- ▶ Customized market study reports
- ▶ Supply chain development
- ▶ Business partner search
- ▶ Technology transfers
- ▶ Low cost sourcing
- ▶ Joint ventures

The range of services within “setting up” would involve the following aspects:

- ▶ Pre-study on market conditions and customized business intelligence report (includes information on FDI caps/ investment structures and routing, procedure for obtaining regulatory approvals, advisory on sector specific incentives)
- ▶ Business planning (financials) and Detailed Project Report for the new project
- ▶ Search for potential candidates for acquisition (if M&A is the appropriate entry strategy)
- ▶ Search for partners (if Joint Venture is the preferred entry strategy)
- ▶ Incorporation and registrations for formation of the new company
- ▶ Regulatory approvals and liaison work with all State and Central Government agencies
- ▶ Setting up HR and administration team for the new venture and assistance in selecting key human resources for the client
- ▶ Specific services required for startups (starting bank accounts, leasing office space, book keeping, filing of tax returns, legal advisory etc)
- ▶ Assistance in selecting contractors/ capital goods vendors for the project
- ▶ Project management for timely completion of construction
- ▶ Setting up supply chain linkages
- ▶ Business development

Once the client is completely established, we handover the project to client’s team.

2. **Advisory and ground work on special schemes such as SEZ, EoU and STPI** – In the recent past Koine has been closely associated with setting up numerous SEZ’s and units within an SEZ in various parts of the country. We understand the nuances and intricate procedures for starting an SEZ enterprise. This is also one area where Koine has been following the regulatory changes very closely since its inception. We provide consultancy services on SEZ, EoU and STPI schemes followed by end-to-end setting up process.
3. **Consultancy for Small and Medium Enterprises(SMEs)** – Koine works with Small and Medium Enterprises across India and handles research projects on several key issues pertaining to SMEs. We understand specifically the restrictions on small and medium enterprises in chalking out their growth plan. Hence we provide some unique solutions to such companies. Apart from providing short term consulting services, we also provide key introductions to financial institutions that are willing to fund the growth of such projects.

To know more about our consultancy services, please contact us at the e-mail or mobile numbers provided below:

| Name            | E-mail   | Mobile number        |
|-----------------|--|----------------------|
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Please check our website at [www.koine.in](http://www.koine.in) for additional details.