



TRANSACTION ADVISORY ON FUND RAISING

SERVICE OFFERING DOCUMENT

What is SimplyTransact?

- **SimplyTransact is our product specifically designed for transaction advisory on fund raising.**
- **Our service offering covers the requirements of both the investors and the Investee Company (Start-up and early-stage companies).**
- **Transaction Advisory on Fund raising would cover entire range of activities starting from advising the client on modes of fund raising, Due Diligence to implementing the process and bringing it to closure.**
- **We at SimplyTransact play a vital role as a team of specialists and work with people from different and varied disciplines to help clients manage and execute fund raising transactions.**
- **Our Product is aimed at advising Investee Companies on Transactions relating to Fund raising from start-to-end in the most efficient, compliant and timely manner and in assisting Investors in forming decisions on funding backed by the support for Due-Diligence**



Why SimplyTransact?

Funding is generally needed by start-ups, early-staged and growth-staged companies to support and expand their businesses.

Thus, it is crucial to have a trusted partner who:

- ✓ Comprehends every detail of the transaction.
- ✓ Plans the overall approach to assess the actual requirement.
- ✓ Navigates through the entire corporate transaction procedure.



Investors interested in supporting early-staged and growth-staged start-up companies may encounter challenges when

- assessing the company's current compliance position
- performing due diligence, or
- considering other funding-related aspects.

Thus, it is crucial to have a reliable partner who:

- ✓ Evaluates the compliance standing of the investee company on behalf of the investor.
- ✓ Assists investors in completing the entire process in an efficient and compliant manner.

Our Target Clients

Investee Companies:

1. Early-stage Companies
2. Seed companies
3. Growth-stage Companies

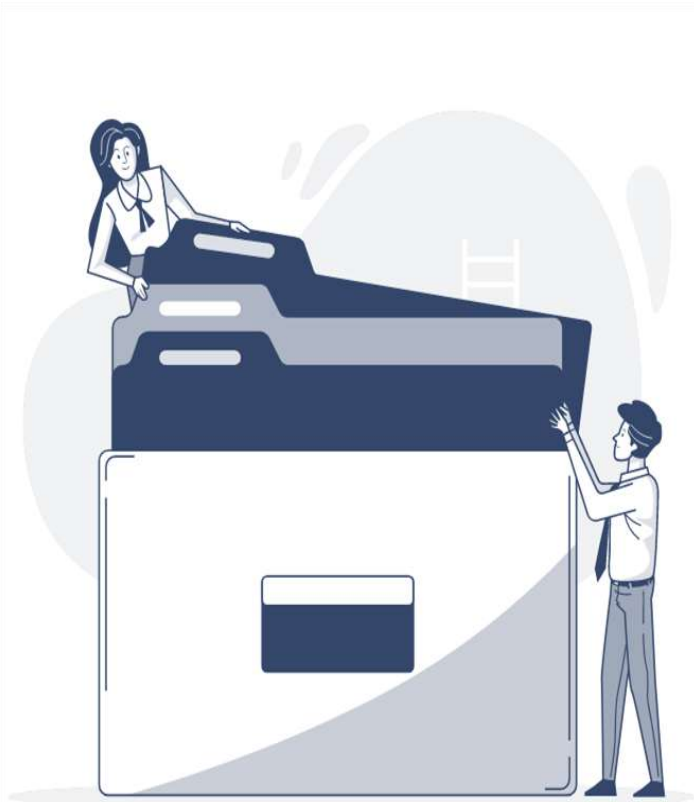


Investors:

1. Catalyst Investors
2. Start-up Incubators
3. High Net Worth Individual (HNI) Investors
4. Investment Companies

Our Service Offering:

To the Investee Company



1. Advising on fund raising including mode of raising funds and nature of instrument to be issued.
2. Drafting of term sheet
3. Preparing for Due Diligence – legal, regulatory and compliances (corporate secretarial and FEMA), accounting & taxation
4. Drafting of Definitive Agreements
5. Undertaking Corporate Secretarial and FEMA related compliances in relation to issue of instruments

You can also choose any one or more of the above activities based on your requirements.

OUR SERVICE OFFERING:

To the Investor









1. **Negotiation with the Investee Company and advising the Investor**
2. **Drafting Term sheet**
3. **Undertaking Due Diligence on behalf of the investor**
4. **Reviewing/drafting of Definitive Agreements**

You can also choose any one or more of the above based on your requirements.

ADVANTAGES OF HIRING SIMPLYTRANSACT SOLUTION:



-  **Diligence Ready approach**
-  **Quality assurance with committed TAT**
-  **Client centric approach**
-  **Single service provider covering the entire gamut of activities**
-  **Committed and agile team**
-  **Technology driven for better execution & delivery**

About Simplybiz



- SimplyBiz is a multidisciplinary professional services firm having competency in the areas of Finance, Legal, Accounting, Tax & Compliance.
- SimplyBiz has in its endeavour to offer quality and consistent professional services to its clients is treading the path of democratization of expertise and productization of services which it believes will bring significant value to early-stage and growth -stage companies.
- Understanding your business objective, advising and assisting you on your various requirements is what we ensure when we take you onboard.
- At SimplyBiz, we take complete ownership and responsibility of our work so that you can focus on your core.

Our USPs

- **100+** existing Clients having parentage from various global locations like USA, Singapore, Germany, Australia, Norway, Malaysia, Philippines, UK, UAE, Japan and Russia to set up their businesses in India
- **30+** Industries
- **300+** years of collective team experience
- **30+** Team of professionals



Our Products

At SimplyBiz, we offer wide range of products to cater to the requirements of clients. Some of them are:

**Business Set-up
(SimplySet-up)**



**Transaction
Advisory on Fund
Raising
(SimplyTransact)**



ESOP



**Entity Management
(SimplyFACT)**



**Corporate secretarial
(SimplyCorp)**



**Buy-Back
(SimplyBuyback)**



Case Studies & Testimonials

About the Client



The Client is a start-up company engaged in Fintech business, Credright Private Limited.

Our Association and Work:

We are associated with the client since 2018 on retainer basis. We were approached to advise on their Fund-raising round, and we offered below services:

1. Ensuring that the Company is Due-Diligence ready for its funding round
2. Review and advising on Shareholders' Agreement
3. Undertaking compliances under Companies Act and FEMA relating to closing of the transaction.

Our association with the client continues as we provide them on-going compliance support under Companies Act and FEMA. We are happy to see the way the client has grown immensely in size since our involvement with them.



Client Testimonial:

CredRight has been working with Simplybiz for over 5 years now & would highly recommend the team. The team is not only expert in the Secretarial domain but also very pro-active & forthcoming to help run the company in the best possible manner.

I would like to highlight the team's expertise when it comes to fund-raise. Very well versed with multiple forms of fund raise like private placement, rights issue and ability to liaise directly with investor set to fasten up the process. Even their ability to help fast track the entire FC-GPR/FC-TRS filing is un-paralleled.

We have always felt that the team is our own in-house expert instead of an outsourced consultancy.

- Mr. Neeraj Bansal, Managing Director, Credright Private Limited



About the Client:

The Client is a private limited company engaged in Dairy business.

Our Association and Work:

We were approached by the Client in 2022 on assignment basis in their pre-seed funding round by Angel investors. We represented both investors and investee Company. Our role included:

1. Advising on fund raising
2. Drafting of term sheet
3. Drafting of Definitive Agreement
4. Advising and undertaking corporate secretarial compliances under Companies Act for closing

The Client was happy with our on-time and efficient services and expressed desire to collaborate for future rounds of fund raising as and when they happen. We were happy to associate the client for this assignment.



Client Testimonial:



Special thanks to Raghu and the SimplyBiz team for the Advisory & support extended to us for the issuance of CCDs covering drafting of Term sheet, Investor Agreements, filing process with MCA, issuing CCD certificates etc. They handled it very professionally and also ensured that we are 100% compliant as per the applicable laws.

SimplyTransact Team

Mr. Gunturu Raghu Babu
Founder Director, Advisor
PCS, LLB, IP, MBA

Mr. Gunturu Raghu Babu has 25 years of experience in running and providing professional services in the areas of Corporate Legal, Compliance, M & A, Joint Ventures & Collaborations, Capital Markets & Listing, and Insolvency Resolution. He has interacted and worked with over 1000 entrepreneurs & businesses which have grown from seed to multibillion-dollar companies through which he has gained an extensive understanding of everchanging business dynamics, legal framework governing businesses in India, new business models etc., which helps him provide solutions to entrepreneurs more holistically and comprehensively.

Mr. S. Prabhakar
Advisor and Senior Consultant
PCS, LLB, IP, CS (UK)

Mr. S. Prabhakar has over three decades of rich and varied experience in the areas of Corporate Secretarial, Legal, Merchant Banking, Regulatory and Human Resources Management. I have held very senior positions in widely held companies viz., KMF Limited, Escorts Finance Limited, Ansal API Limited, HFCL Infotel Limited, Lalit Hospitality Group and Experion Developer P Limited belonging to Financial Services, Real Estate, Telecom and Hospitality Industries. He has hands-on end-to-end experience in fundraising through IPOs/FPOs/Right issues and QIPs.



SimplyTransact Team

Ms. Shilpa Agarwal
Senior Engagement Manager, Product Head
ACS, B.Com

Ms. Shilpa Agarwal has 8 years of post-qualification experience which includes 3 years' experience of working in a listed company as a Company Secretary. She is known for her in-depth knowledge and experience in Corporate law and strong analytical skills. She is a subject matter expert on ESOPs & Funding options for start-ups and has handled clients from diverse sectors on Transaction advisory on Fund raising.

Mr. Pavan Kumar
Senior Engagement Manager (Finance & Taxation)
BBA, CA Inter

Mr. Pavan Kumar has an experience of 10 years in the field of Finance & Taxation. He has worked in various roles from Assistant up to Finance Manager across a range of Industries including Construction, GIS, Hospitals and IT. His areas of expertise are F & A analysis and planning, GST, Income Tax, Producing Year End Financial Statements, MIS Reporting. He is good at designing and implementing internal control system.



SimplyTransact Team

Ms. Pooja Jain
Executive (Compliance)
B.Com, Qualified CS Prof.

Ms. Pooja Jain has completed her Company Secretaryship and has been involved in the preparations of documents for various Corporate Actions and in analyzing the critical queries of clients, issuance of Legal Opinions and Secretarial audits. She has extensive experience in handling closure - corporate secretarial compliances from end-to-end in relation to fund raising.

Ms. Sharanya Ramakrishnan
Executive (Legal)
BA (LLB), Qualified CS Prof.

Ms. Sharanya Ramakrishnan is a law graduate from ILS Law College, Pune and has completed her Company Secretaryship. She has extensive internship experience at various law firms and companies and has good drafting skills and analytical ability. She has published several articles on various topics of corporate and securities law as part of her Diploma in General Corporate Practice: Transactions, Governance.





THANKS!

Do you have any questions?

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