

A Boutique Consultancy Firm

Uirtus provides best-in-class services to its clients, with a focus on financial expertise, in-depth research and strategic advisory acumen.



Company Overview

Uirtus Advisors empowers businesses of all sizes and sectors to achieve their financial goals. Our seasoned professionals provide a comprehensive suite of services designed to propel your growth. We offer strategic guidance through IPO and fundraising advisory, & Investor Relations advisory. Gain a competitive edge with our business benchmarking analysis, financial modelling and valuation. We further empower your team by developing robust risk management frameworks, crafting compelling business plans and financial projections, and creating effective presentations and memorandums. Let Uirtus Advisors be your one-stop shop for supporting you in achieving sustainable business growth.

Our services are provided by a dedicated team that integrates with our client's team and supports them across the value chain of their activities. Our teams comprise highly qualified, talented and well-trained professionals.

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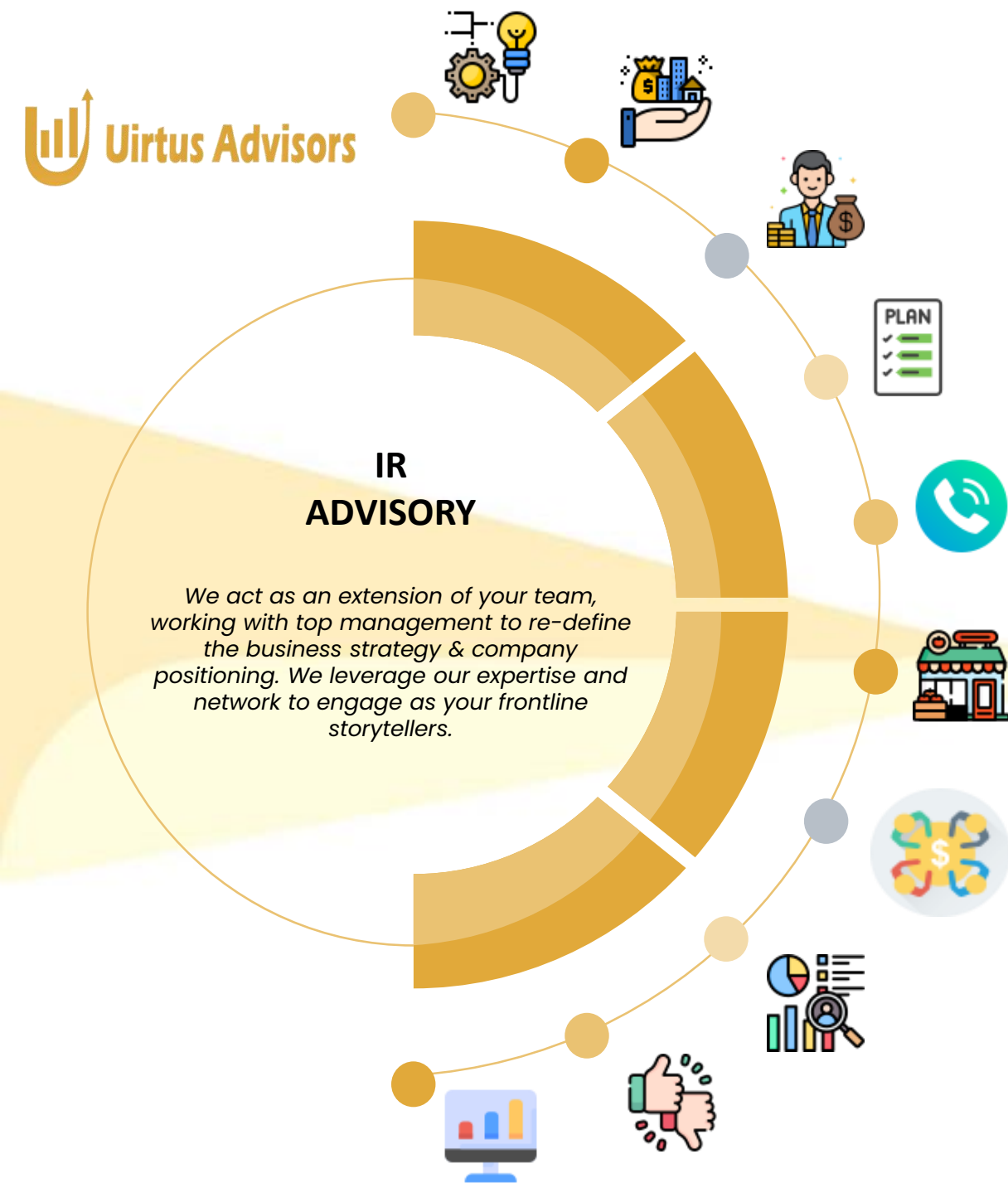
Our Founder

Sanjeev Sancheti, the Founding Partner at Uirtus Advisors LLP, is a Senior Finance and Strategy Professional with over 30 years of experience in leading, mentoring, & assisting businesses in exploring strategic alternatives and examining potential mergers & acquisitions, alliances, divestment, and alternative strategies. He provides strategic vision including fostering and cultivating stakeholder relationships. Other than this, the value he brings to the table is identifying new opportunities, as well as assisting in raising various forms of growth capital for businesses, including equity from private as well as public markets.

Sanjeev also addresses the full spectrum of financial and transnational challenges faced by companies, boards, private equity sponsors, creditor constituencies and other stakeholders, including managing investor and stakeholder relationships. He is also an active angel investor and start-up mentor, apart from being passionate about equity and alternative investments.

Business Verticals





BUSINESS STRATEGY

FINANCIAL PLANNING

IR POSITIONING

PLANNING

EARNINGS CALL

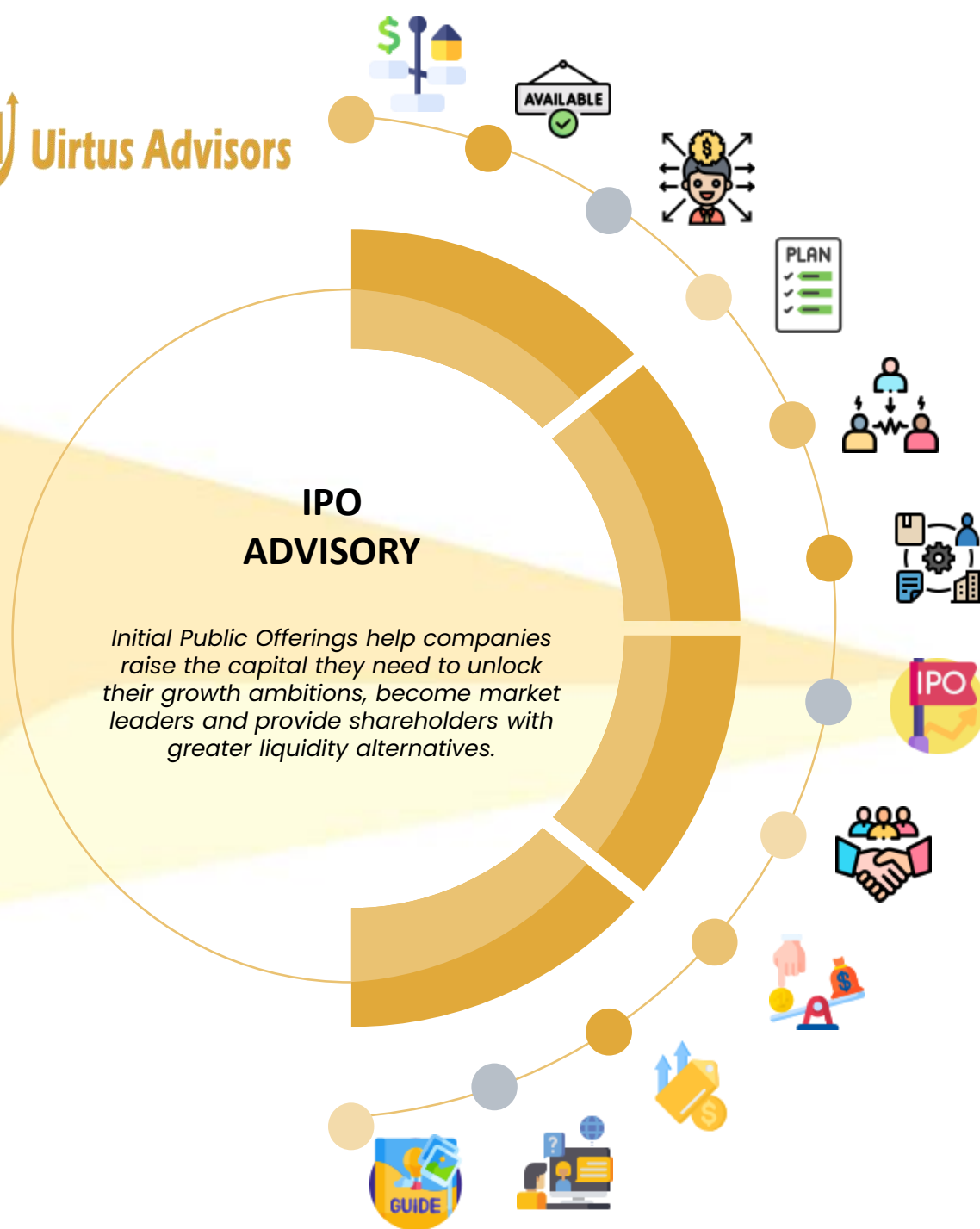
MARKETS

INVESTOR MEETING

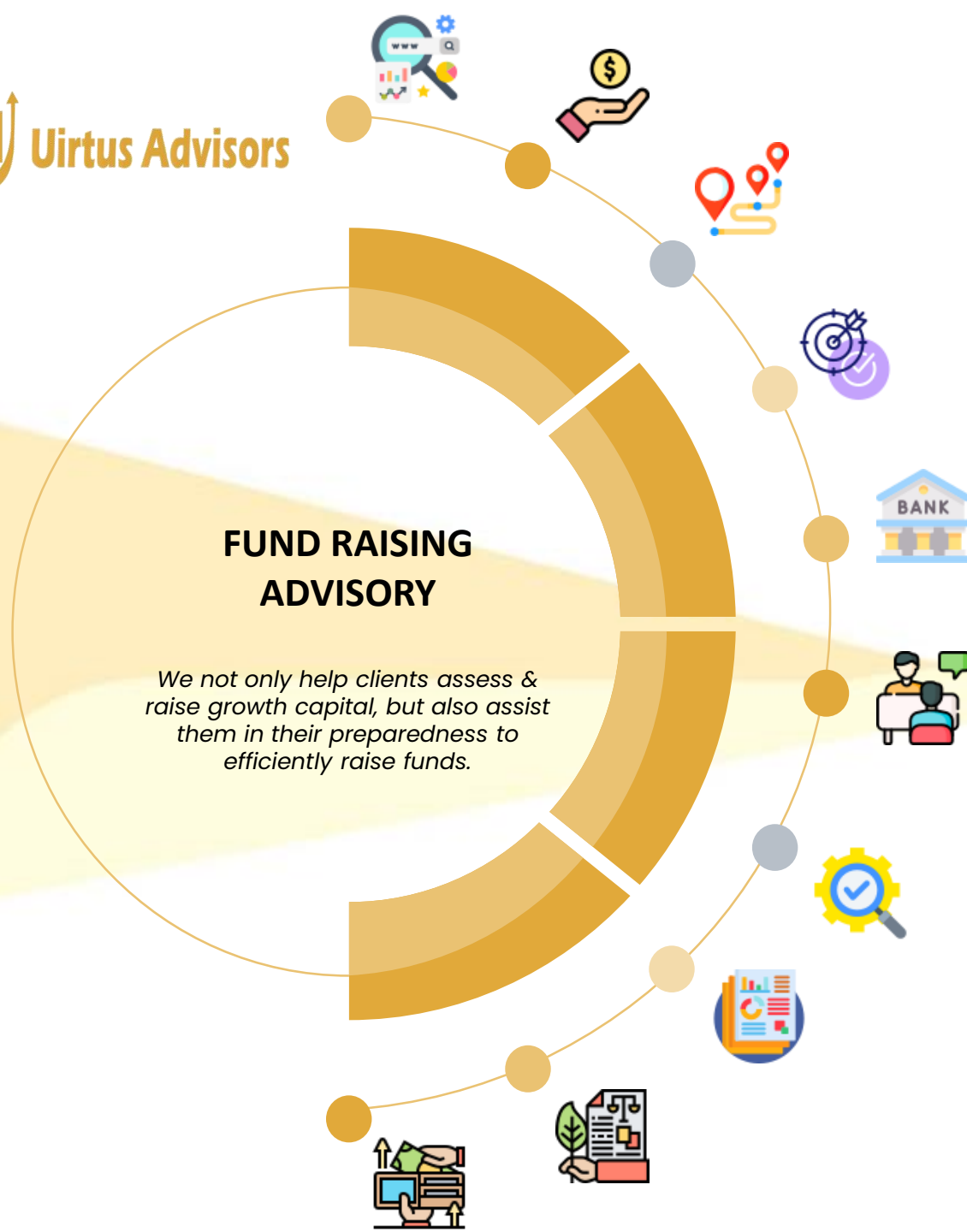
RESEARCH

FEEDBACK

WEBSITE ENHANCEMENT



RAISE CAPITAL	
IPO READINESS	
FUTURE BUSINESS	
BUSINESS PLAN	
ONBOARD INTERMEDIARIES	
COLLATE & DELIVER	
IPO PROCESS	
QUERY RESOLUTION	
LEVERAGING	
APPROPRIATE VALUATION	
IR ADVISORY	
GUIDANCE	



ANALYSING BUSINESS	
FINANCIAL FORECASTING	
IDENTIFYING ROUTE	
IDENTIFYING TARGET	
INTERACTION WITH BANK	
NEGOTIATIONS	
DUE DILIGENCE	
DOCUMENTATION	
EQUITY DOCUMENTATION	
DISBURSAL	



FINANCIAL FORECASTING

MIS & REPORTING

ANNUAL BUDGETS

SOPs & DOA

RISK MANAGEMENT

ORGANIC & INORGANIC

MENTORING CLIENTS

ESOP

ADVISORY BOARD

BUSINESS RESTRUCTURING

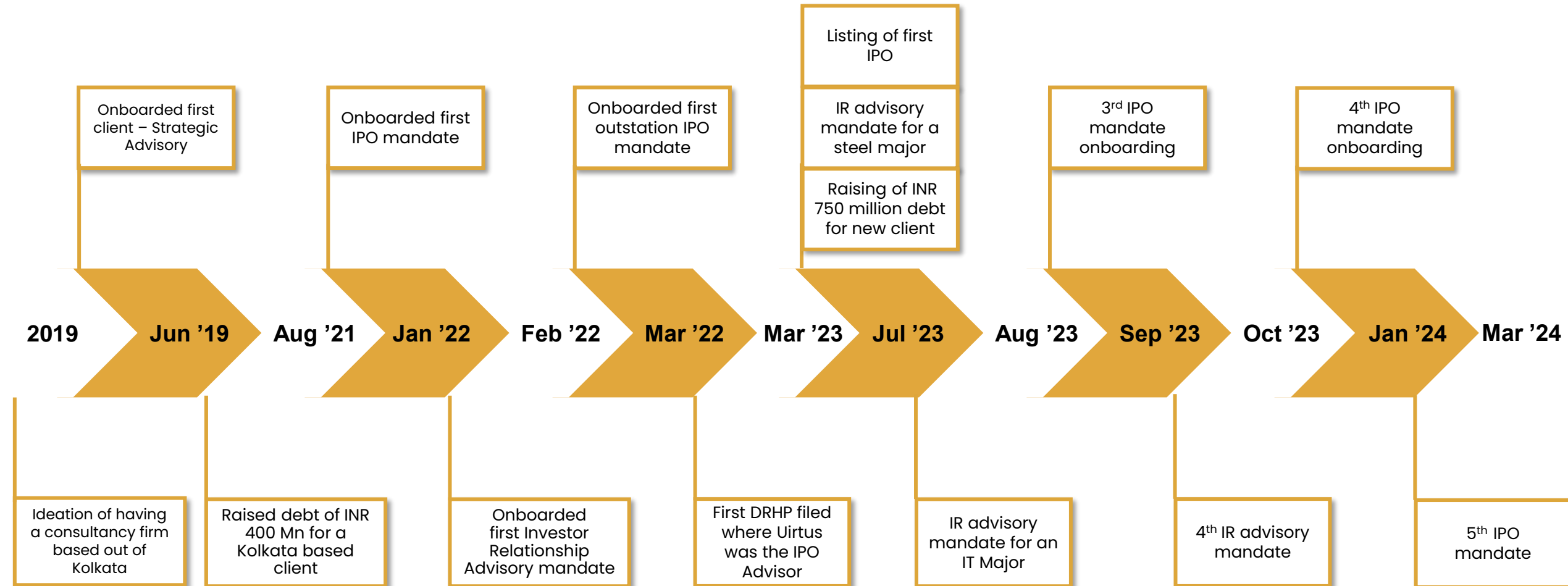
BENCHMARKING

CREDIT RATING

M&A

CEO SERVICES

Our Journey



Our Core Team

Debraj Mitra AVP Advisory

- MBA from ICFAI
- 25+ years of corporate experience in FMCG, retail & manufacturing
- Expertise in auditing, accounting, budgeting & business performance management
- Worked at Pepsico for 8 years; Spencers Retail for 10 years; Bharti Airtel for 3 years

Mudit Nahata AVP Advisory

- Commerce undergraduate from St.Xavier's College, Kolkata
- CFA & FRM Charter holder
- Expertise in business & financial modeling, pitch deck & investor interaction
- Previously worked at Tresvista Financial Services for ~3 years and managed a team of 4 analysts

Udit Sancheti AVP Advisory

- Commerce undergraduate from St.Xavier's College, Kolkata
- Completed CFA Level 3 & FRM Level 2
- Urtus founding member
- Manages key clients on business & financial modeling, business performance management, benchmarking analysis and pitch deck preparation

Ayush Agarwal Senior Analyst

- MBA (Finance) from TAPMI, Manipal
- Commerce undergraduate from St. Xavier's College, Kolkata
- Expertise in financial modelling
- Worked at DistrictD for ~2 years, working on financial models preparation of listed Indian companies and managing client projects

Rahul Singh Senior Analyst

- Science undergraduate from Delhi University
- MBA (International Business & Finance) from Asia Pacific Institute of Management
- Completed CFA Level 3 & FRM Level 2
- Skilled in Financial Modelling, Pitch Deck Creation, Economic/Industry analysis, Techie

The team at Urtus has been thoughtfully curated with professionals from diverse fields such as strategic advisory, investment analysis, accounting, investment valuation and investor relations. An ideal concoction of experience and youth, the team is rich on financial expertise and insightful knowledge to providing the best financial advisory services that is customized to client mandates. The total team size is 15 including 6 associates and analysts.

Case Studies

IPO and IR Journey with Netweb Technologies Limited

- Started Netweb IR from 1st August 2023
- Market Cap > ₹9,000 Cr
- Prepping the management for the first earnings call post listing
- Met several Investors (PMSs & HNIs), & Brokers leading to significant increase in visibility
- **100+** participants in earnings calls

Market Cap > INR 10,000 Cr.

Market Cap > US\$ 1 Billion

IPO Launch & Listing

SEBI Approval

DRHP Filed

Onboarded BRLMs

IPO Advisor Onboarded

Preparatory Phase

Due-diligence &
Documentaion with
BRLMs & LC

SEBI Query Resolution
& Soft Marketing of IPO

- Met 150+ Investors
- Completed Pre-IPO > ₹50 Crs
- IPO > ₹600 Crs; Market Cap – ₹2,000 Crs
- Very Strong Anchor Book Closure
- Record IPO Closure > 90 times

Jul'23

Jun'23

Mar'23

Sep-Dec'22

Jan'22

Jan'24

Mar'24

IR at Linc Limited

- Started Linc IR from 20th January 2022
- Catalyzed increase in investor related activities
- Upgraded investor communication by creating new earnings deck
- Created new strategy deck for Investors
- Started holding earnings call
- Company performed exceedingly well in FY 23
- Led to a steady increase in Market cap, peaking to **12,799 Million** INR, a **195% increase**
- Met several Investors (PMSs & HNIs), & Brokers leading to significant increase in visibility
- Improved coverage
- Participated in Road Shows
- Significant increase in in-bound interest



IR at BMW Industries Limited

- Started BMW IR from 11th July 2023
- Replaced EY as IR advisor
- Catalyzed increase in investor related activities
- Upgraded investor communication by creating new earnings & strategy deck
- Guiding the company in redesigning the Annual Report
- Enhanced Investor communication



IR at Dollar Industries Limited

- Started Dollar Industries IR from October 2023
- Catalyzed increase in investor related activities
- Upgraded investor communication by creating new earnings & strategy deck
- Enhanced Investor communication
- Met several Investors (PMSs & HNIs), & Brokers leading to significant increase in visibility
- Improved coverage
- Participated in Road Shows
- Significant increase in in-bound interest



Our Clients



BMW Industries Ltd is primarily engaged in manufacturing, processing and selling of steel products

With a legacy of 20+ years, Oswal pumps is a leading manufacturer of water pumps and motors

Dollar Industries Ltd. is engaged in the manufacture and sale of hosiery products and is one of the leading brands in the sector

One of India's largest writing instrument companies

Cool Caps Industries Ltd. manufactures a wide range of Plastic Bottle Caps and Closures.



Leading provider of High-Performance Computing Solutions

Provider of IT consultancy services and solutions in BFSI domain

A real estate developer, providing premium real estate homes at affordable rates

A leading corn wet milling company engaged in producing Starch and its various by-products

One of India's leading manufacturers and suppliers of Specialty Extruded Profiles & Refrigeration Sealing Systems



Unit #15A, Globsyn Crystal Building,
Tower 1, 4th Floor, Block EP & GP, Sector V,
Salt Lake Bidhan Nagar, West Bengal 700091 India

Contact: +91 33 4952 0218

Email: contact@uirtus.in

Annexure

Investment Relationship Advisory

As an IR firm, we don't just set appointments and send out earnings releases. We act as an extension of your team, working with the top management in re-defining the business strategy & company positioning leading to IR strategy. We leverage our expertise and network to proactively engage as your frontline storytellers, engaging with the right stakeholders on client's behalf.

Understanding the business in depth, reviewing business & capital allocation strategy to help maximize stakeholder confidence

Business Strategy



Financial Modelling/Re-modelling and Peer Benchmarking

Financial Analysis



Investor Positioning, Message Development, Strategy & Earnings Deck

IR Positioning



Designing IR Objective & Execution Planning

Planning



Organizing and following-up on earnings investor calls

Earnings Call Call



Markets, Industry & Peer Intelligence Reporting

Markets



Arranging Investor sentiment feedback, discussing with the management & strategizing remedial steps

Feedbacks



Helping in arranging regular meetings with various kinds of Investors including Institutional (both FIIs and DIIs), PMS, HNI and others

Investor Meeting



Assisting in improving and managing Investor Relations section of Company's Website in consultation with company's PR team

Website Enhancement



Assist in Coverage Research Reports Planning & Management

Research



IPO Advisory

Initial public offerings (IPOs) can help companies raise the capital they need to unlock their growth ambitions, become market leaders and provide shareholders with greater liquidity alternatives. If you decide to go public, our experience has shown that the most successful IPOs start preparing long before the formal process kicks off.



Fund Raising Advisory

We not only help clients assess & raise growth capital in form of debt / equity but also assist them in its preparedness to be able to raise funds in the most efficient structure.



Strategic Advisory

Our experienced advisors have extensive business knowledge and know-how, along with dozens of implementation strategies, methodologies, and ability to build best-in class solutions.

