



**Your Vision  
Our Commitment**

# AFFINITY GLOBAL GROUP



**AFFINITY GLOBAL SERVICES  
PRIVATE LIMITED**

PROJECT ADVISORY & MANAGEMENT CONSULTANCY

**AFFINITY GLOBAL CAPITAL MARKET  
PRIVATE LIMITED**

SEBI REGISTERED CATEGORY 1 MERCHANT BANKER INM000012838

# ABOUT COMPANY :

We, Affinity Global, as a whole, is a Financial Advisory, Capital Market & Management Consultancy Organisation, established over decades; where;

**Affinity Global Services Private Limited (AGSPL)** is a Project Advisory & Management Consultancy Organisation founded in 2008. AGSPL has grown from strength and perseverance and today is renowned for its activities in the Banking & Financial services industry and is the preferred partner for Industrial & Business entities for not only managing their financial and funding requirements, but also for drawing their future Business Strategies.

**Affinity Global Capital Market Private Limited (AGCMPL)** is a **SEBI Registered** Category I Merchant Banker with SEBI Registration No. INM000012838, is dedicated to provide varied Merchant Banking solutions through highly structured financial transactions, serving as alternatives to traditional financing and providing enduring solutions.

We have over two decades of experience in serving satisfactorily to our clientele across various sectors in the Indian Market. We are endeavoring to be innovative and excel in client servicing, through appropriate advice to clients on strategic transactions. Our client loyalty comes from the team ability to provide responsive and innovative financial solutions through value creations strategies.



# VISION :

Our primary purpose as an organization is to deliver high quality Advisory Services both in appearance and content.

To be the best financial service provider and be a one stop shop for all market segments.

# MISSION :

Our mission is to strive for total client satisfaction by providing integrated financial solutions through excellence, integrity and teamwork fostering, continuous growth for our Stakeholders



# STRENGTH :



## Decision

Make more informed decision



## 360 Digital

Make more informed decision



## Responsive

24hrs Response Time



## Trust & Comfort

24hrs Response Time



## Value for Money

Respect time and money





**CA SANJAY BHALOTIA**

## **FOUNDER & CHAIRMAN :**

The Founder, Mr. Sanjay Bhalotia, is a Fellow Chartered Accountant and a well experienced Merchant Banking professional with over decades of experience across a wide spectrum of professional areas ranging from Auditing, Taxation, Project Finance, Debt Syndication, Primary Market, Equity, Derivatives, Commodities and other Corporate Advisory services with proven credentials in the field of wealth creation and Capital Market.

Having rich experience in financial markets, he has played a pivotal role in laying the foundation of the Merchant Banking arm of the group. Throughout his career, he has helped many startups, SMEs & Big clients with Advisory and Fund Raising through Capital Market and Debt Syndication.

He is acclaimed for his vision and dynamism having experience in investment, strategy and planning across the entire business life cycle.

He has extensive domain knowledge in consulting and fund mobilization for any Business Category.



# LEADERSHIP TEAM :



**KAVITA BHALOTIA**  
Director & KMP

Kavita Bhalotia, Director of Affinity Global Services Pvt. Ltd, has experience of 15 years in the company. She looks after the company's financial performance, overall management, investments, and other business ventures by analysing critical situations and mitigate the risks. Further, she governs the organization work culture and people management.



**SHRUTI BHALOTIA**  
Director & KMP

Shruti Bhalotia is one of the most dynamic member of the management and she holds a Masters Degree in Banking & Finance from the Macquarie University, Sydney , Australia. She has done specialisation in fintech. She comes with the work experience from the Commonwealth Bank of Australia & AMP which are the top most banks at the country. Her new ideas and knack for technologies & developments and her work experience in foreign banks has helped the organization improve the work culture with good vibes & positivity. Her overall management skills are excellent and she works with a team work spirit. Her knowledge in the Capital Market has helped achieve great success in our recent IPO listings. Her self determination and desire for success has helped achieve the goals.



**LAXMIKANT SHARMA**  
Compliance Officer & KMP

Laxmikant Sharma is the Compliance Officer here at the company; he is a Company Secretary by profession, having experience of 15 years in all Compliance-related matters. His experience in the industry has prompted him to develop and set new establishments along with adhering to all the compliance, also in setting a wing for making the slogs, MSME grow through IPOs.



**NITIN JAIN**  
Director

Nitin Jain has over 10+ years of experience at Affinity Global. He develops, manages, and monitors all the Government Subsidy, license, and other related processes with all required governmental entities, reviewing overall policies, resolving problems, ensuring sustainability and profitability of the Organization. He markets, contract negotiates, manages, as well as gives training and development of all pertinent staff.



**AMIT PAREEK**  
Director & KMP

Amit Pareek is a Company Secretary & a CA (Inter) by profession, has immense knowledge in the field of Finance, Audit, Accounts & Taxation. In addition, he is a computer enthusiast and holds a degree in Diploma in Computer Applications and is a Certified Hardware Engineer. He joined Affinity Global Services as an Executive in the year 2013 and has never looked back from thereupon.



**KAMAL AGARWAL**  
Director, Branch Head,  
Raipur

Kamal Agarwal has over 17 years of experience being instrumental in financial modelling. He is associated with Affinity Global Service Private Limited since beginning and responsible for Raipur branch office. He is having expertise in loan syndication, customer relationship, operational activities along with knowledge of IT enabled environment. He is responsibly handling the entire branch including activities of Corporate Banking, Fund raising, Audit, Taxation, and Project advisory services. He has completed M.Com from Guru Ghasidas University by qualification.



**PANKAJ AGARWAL**  
Director, Branch Head,  
Guwahati

Pankaj Agarwal is a graduate in Bachelor's of Commerce and is associated with Affinity Global Group for more than two decades now. He is the head of Guwahati branch. With his experience in the northeast part of India for years, he not only understands the region but also the business and their financial need. He has rich experience in networking, marketing and overall management of the company.



**SURAJIT KARMAKAR**  
Director

Surajit Karmakar has over 12 years of rich experience, he has been associated with the Affinity Global Group since 2013 and is responsible for overall government liasoning matters. His core competencies are Subsidy, Government Projects & Liasoning Related Matters. He is Master of Business Administration in Finance by qualification.

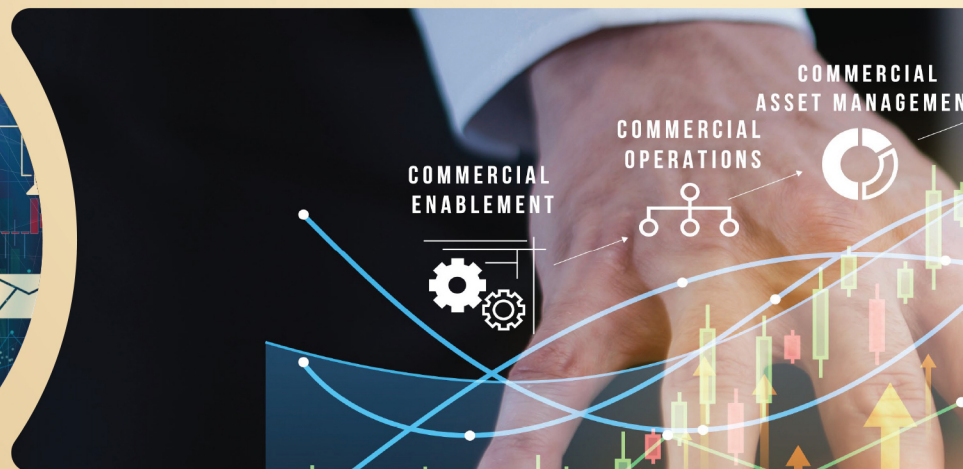
# OUR SERVICES :

## PROJECT ADVISORY :

At AGSPL, we offer Project Advisory services for our clients venturing into new projects. We can assess the potential, risk, opportunities and threats associated with projects and accordingly provide a comprehensive opinion.

## OUR PROJECT ADVISORY SERVICES :

- Preparation of Detailed Project Report
- Identification & Evaluation of Fund
- Financial Feasibility Study
- Debt Management
- Post-acquisition integration and restructuring
- Tax Structuring
- Negotiation & Liaisoning with Banks for financial Assistance



# DEBT SYNDICATION :

AGSPL helps Raise Funds through various types of Debt Instruments with the understanding of the perspective of the Institutions Funding. We help provide Funding Requirements of our clients in the shortest time in the following segments:

- Term Loan
- Packing Credit
- Working Capital Limits
- Cash Credit Limits
- Overdraft etc.

# MANAGEMENT CONSULTANCY :

AGSPL provides consultancy services to the organisation to achieve organisational objectives.

# SERVICES WE PROVIDE:

- Process Analysis
- Technological Implementation
- Strategy Development
- Corporate Finance
- Organisation Governance
- Risk & Compliance
- Environmental Social Governance
- Operational Improvement Services



# SUBSIDY & INCENTIVE :

AGSPL helps individual or business entity, or institution to receive subsidy by the State Government or Central Government.

## SUBSIDY WE HELP IN GETTING :

- 1) Government of India sponsored subsidies like Ministry of Food Processing Industries Scheme (MOFPI), Technology Upgradation Fund Scheme (TUFS), Pradhan Mantri Kisan Sampada Yojana (PMKSY), Integrated Development of Leather Scheme (IDLS) etc.
- 2) State Government sponsored subsidies like West Bengal State Policy, Assam State Policy, Meghalaya State Policy, Telangana State Policy etc.
- 3) Industry Specific Scheme like Power Intensive Scheme, Special Power Duty Policy etc.
- 4) Trade Specific Subsidies like Export Import Policy etc.
- 5) MSME Specific Policies like Credit Linked Capital Subsidy Scheme (CLCSS), Krishi Bikash Shilpa Kendra Scheme (KBSK) etc.
- 6) Any other subsidies notify by the State and Central Govt. time to time.



# LICENSING :

AGSPL helps in getting a license which is an official document which gives you permission to do, use, or own something.

## LICENCES WE HELP IN GETTING:

- Fire Licensing
- SWID license
- Trade License etc.
- Any other license or statutory permission needed
- Pollution License
- Factory License
- as Subsidy Scheme specific.

## CAPITAL MARKET :

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## SERVICES WE PROVIDE:

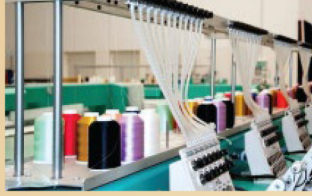
- IPO Mainboard BSE & NSE
- SME Listing
- Pre -IPO Placement
- Startup Listing
- QIPs
- FPOs
- NCDs
- Migration to Mainboard
- Takeover



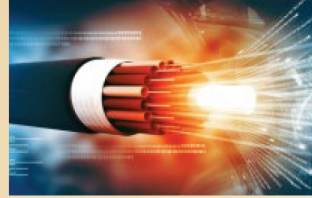
# INDUSTRY PRESENCE :



**Defense**



**Garment**



**Copper wires and  
Laser**



**Marble, Tiles and  
Sanitary Equipments**



**Packaging**



**Consumers & FMCG**



**Leather**



**Oil Extraction**



**Paper**

**ACCOUNT**





**Metal & Mines**



**Iron & Steel**



**Transport**



**Real Estate**



**Educational**



**Edible Oil**



**Galvanization**



**Plywood & Laminate**



**Poultry**



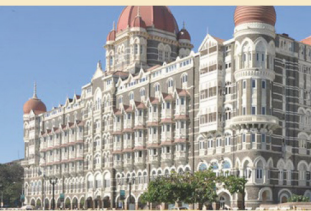
**Chemical**



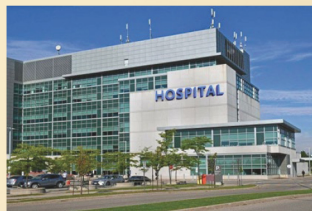
**Infrastructure**



**Solvent Extraction Plant**



**Hotel**



**Hospital**



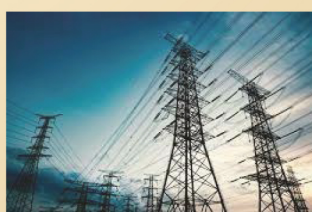
**Solvent Extraction Plant**



**Software & Technology**



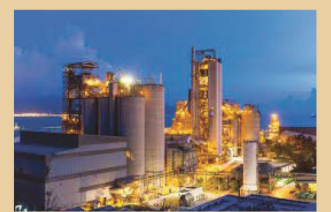
**Animal feed**



**Power Transmission & Equipment**

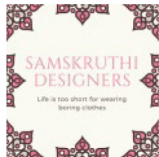


**Dairy**



**Cement**

# OUR CLIENTS:







# YOUR VISION OUR COMMITMENT



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Our Commitment**

## BRANCH OFFICES

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## Contact Us



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