



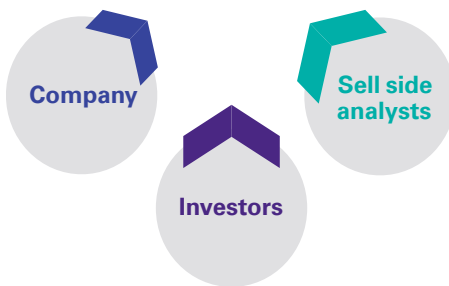
Investor relations advisory services



Investor Relations (IR) is a strategic business function aimed at engaging with the financial community and other stakeholders to communicate a company's value proposition through effective dissemination of the equity story, building and sustaining optimal valuation, thereby creating value for all the stakeholders.

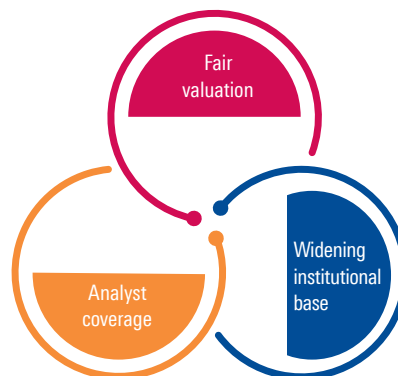
What is IR?

An effort to maintain and nurture the relationship between a corporate and the investment community



Why IR?

Helps sustain optimal value for all stakeholders of a company



How?

Two-way communication between the company and the investors



Key challenges faced by an IR Professional

The equity holding of investors, especially the institutional investors in public companies, has increased significantly over the last few years. This has resulted in increased engagement between the institutional investors and the management of the companies over diverse matters, including the company's strategy, corporate governance, dividend distribution and appointment of Directors among others. The management's actions are also at an unprecedented level of public scrutiny due to the advent of proxy advisory firms and enhanced minority shareholder participation.

The regulatory landscape has also seen several new changes in view of the rapidly changing market dynamics. The regulators have enhanced the existing regulations and implemented new ones to further strengthen the capital markets and protect the interests of the investors.

Increased activity along with strengthening of regulations creates both opportunities and challenges for companies to manage and

run their businesses and effectively communicate their value to investors and other stakeholders. An effective IR programme can help convey the true value of a company, provide valuable inputs to management and reduce cost of raising funds. To successfully convey its equity story to current and potential investors, every listed company needs an effective IR programme, which is run and managed by experts.

Our IR advisory services

We help companies set up and manage an effective IR programme to communicate their value proposition to the stakeholders. We deliver value through our thorough understanding of the domestic and global markets, industry knowledge and specialist skillsets.

We offer a wide range of IR advisory services to cater to the varying requirements of companies. These can be tailored to match their current needs and strategic ambition.

<p>Specialist offerings</p> <ul style="list-style-type: none"> Formulating IR communication strategy Benchmarking IR practices Conducting shareholder analysis Providing pre and post IPO listing support Conducting perception studies 	<p>Coach and support</p> <ul style="list-style-type: none"> Establishing IR function Training promoters/ senior management on investor communications Maintaining statutory IR- policies, standard operating procedures Crisis management Extending continued support to IR function 	<p>Quarterly results support</p> <ul style="list-style-type: none"> Earning presentations Providing pre-results consensus estimate Post results market feedback Conducting peer/ industry analysis Investor profiling Fact sheets 	<p>Advise on collaterals</p> <ul style="list-style-type: none"> Investor presentation Annual report Preparing interactive annual report MIS report Press release Investor microsite
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Our advantage

- Strong equity capital market expertise coupled with deep problem-solving capabilities
- Dedicated IR team with cross industry, cross sector experience, complemented by valuable experience in the areas of secretarial and corporate governance
- Global capability through KPMG Makinson Cowell, a specialist in advising companies on their interaction with institutional investors. It has a 25 year track record in the U.K., and currently advises many UK companies in the FTSE100 and FTSE250, as well as mainland European, Australian and other listed companies.
- KPMG member firms provide a range of services to help address cross-functional issues to attain synergy within the various facets of operations
- Regular interaction with the entire capital markets ecosystem including regulators, stock exchanges, buy side and sell side analysts.

 <p>A leading motorcycle and commercial vehicle manufacturer</p> <hr/> <p>IR support</p> <hr/> <p>We assisted the company in preparing investor communication, background documents for investor meetings and to gauge market feedback post its quarterly results.</p>	 <p>A leading specialty food company</p> <hr/> <p>IR communications</p> <hr/> <p>We assessed the gaps in the company's IR communication approach, advised on an implementation plan to bridge the gaps and conducted workshops with the promoters on communicating with investors.</p>	 <p>One of the largest passenger car manufacturers</p> <hr/> <p>Integrated Reporting</p> <hr/> <p>We helped the company identify areas of connect from its annual report to integrated reporting from an IR perspective.</p>	 <p>A listed aviation company</p> <hr/> <p>Compliance</p> <hr/> <p>We assisted a newly listed aviation company with their maiden annual report from a compliance perspective and suggested global leading practices</p>
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