

ASCC



28th May 2021



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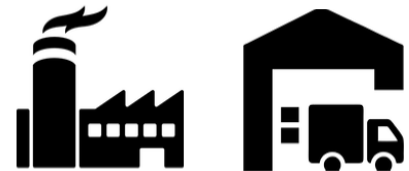
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Q&A

ASCC – Corporate Overview



- Established in **2004**
- **MSME** Registered Enterprise
- **ISO 9001** Certified
- Operations **PAN** India
- **Life Member** – EAAI
- **Sister company** of Himalaya Food International Limited - Pioneer in Frozen Food industry in India (BSE Listed)
- Served **17+** Fortune 500 Companies
- Served **50+** Big Indian Corporates
- Transacted more than **450+** industries
- Database of **7500+** Industries for Sale/Lease
- Focus: **Industrial Consulting**



ASCC – Activities



Warehousing
Real Estate
Transactions

Industrial
Real Estate
Transactions

Property
Management

- Buyer/Tenant Services
- Seller/Landlord Services

Industrial
Permits and
Licenses



Industrial Audits
& Compliance

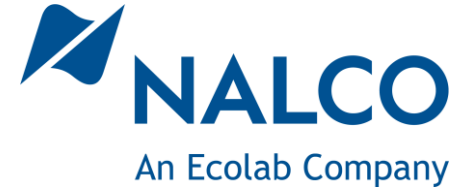
- Statutory permits and licenses for the industrial activity
- Audits, Compliance and Consulting

SCM
Consultancy

Advisory
Services

- Strategy consulting
- Process consulting
- Advisory services

ASCC – Clientele (Partial List)



ASCC – Clientele (Partial List)



ASCC – Clientele (Partial List)



Uniqueness of Services



- Our solution is **HOLISTIC** driven which factors all government rules and regulations. This ensures **protecting the investments** of our clients.
- The services which are being rendered by our company are parallel to any State Industrial Corporation, State Pollution Control Board and also state labor, water, electricity, town planning departments, petroleum and explosives etc. We are in a position to provide all above services **under one roof to our clients**, since we have thorough knowledge of all rules and regulations of Industry and other departments.
- The clients get the **personalized services**. When client comes to visit us for setting up on an industry, we are able to guide them on the ideal location to setup the industry due to in-depth knowledge of supply chain and also industrial policies.
- The **banks** with **NPAs** of sick industries takes them good number of years to liquidate them. Since we have a database of the entrepreneur and companies looking for similar assets, we are able to liquidate those NPAs of sick industries quickly.

Stakeholders/Customers who get benefitted



Foreign / MNC Companies

- Entry Strategy for India
- Representation for primary markets by working with Govt. bodies
- Approach for acquiring land in secondary market transactions
- Complete compliance solution, training and development and process refinement.
- Project Expansion
- Exit strategy and finding suitable partners/buyers for industrial assets, business, JV
- Winding up – compliance management

Industrialists and Entrepreneurs

- Personalized service experience for acquiring land in primary and secondary markets.
- Complete compliance solution including training and development and process refinement.
- Project expansion
- Exit strategy and finding suitable partners/buyers for industrial assets, business, JV and revival of sick units.
- Winding up – compliance management

Large Indian Corporates

- Acquiring land in primary and secondary markets.
- Complete compliance solution, training and development, process refinement.
- Project expansion
- Exit strategy and finding suitable partners/buyers for industrial assets, business, JV.
- Winding up – compliance management

Banks

- Liquidation of Industrial Assets – Non Performing Assets quickly.

State Industrial Bodies

- Finding suitable investors/companies to invest in state industrial development corporation industrial parks.
- FDI based project representations
- Employment creation

Executive Profiles



Wg. Cdr. Sunil Khera (Retd.)
Director & CEO

He is a **founder of ASCC** and is responsible for driving **business development for transaction services** and framing **key strategy**.

- Post graduate from **Vikram University** and **Madras University**.
- Served in the **logistics** branch of the **Indian Air Force** for 26 years holding some key appointments i.e. **Joint Director MT** at Air HQs, **DGM (General Stores)** at **Canteen Stores Department**, Mumbai and **Chief Logistics Officer** of Explosive Base.
- Alumnae of **DSCC Wellington**, **Represented IAF** for International Logistics Symposium in **Hawaii (U.S.)**.
- Served as **Senior Vice President** in a Tele Marketing Company.
- Currently also serving as **Independent Director** at Himalaya Food International Limited (BSE: 526899)



Suvigya Khera
Director & Vice President

He is heading **Value Added Services** and also responsible for driving **Marketing and IT enabled services** for all the group companies and brands.

- MBA (Gold Medallist) from **Indian Institute of Management (IIM)**, Indore and BE (Distinction Holder) from **Mumbai University**.
- Served **Larsen and Toubro** and handled Business Development and Accounts Management for Product Engineering Services in the **US and France**.
- Setup **strategic partnerships** with Microsoft and Open Mobile Alliance.

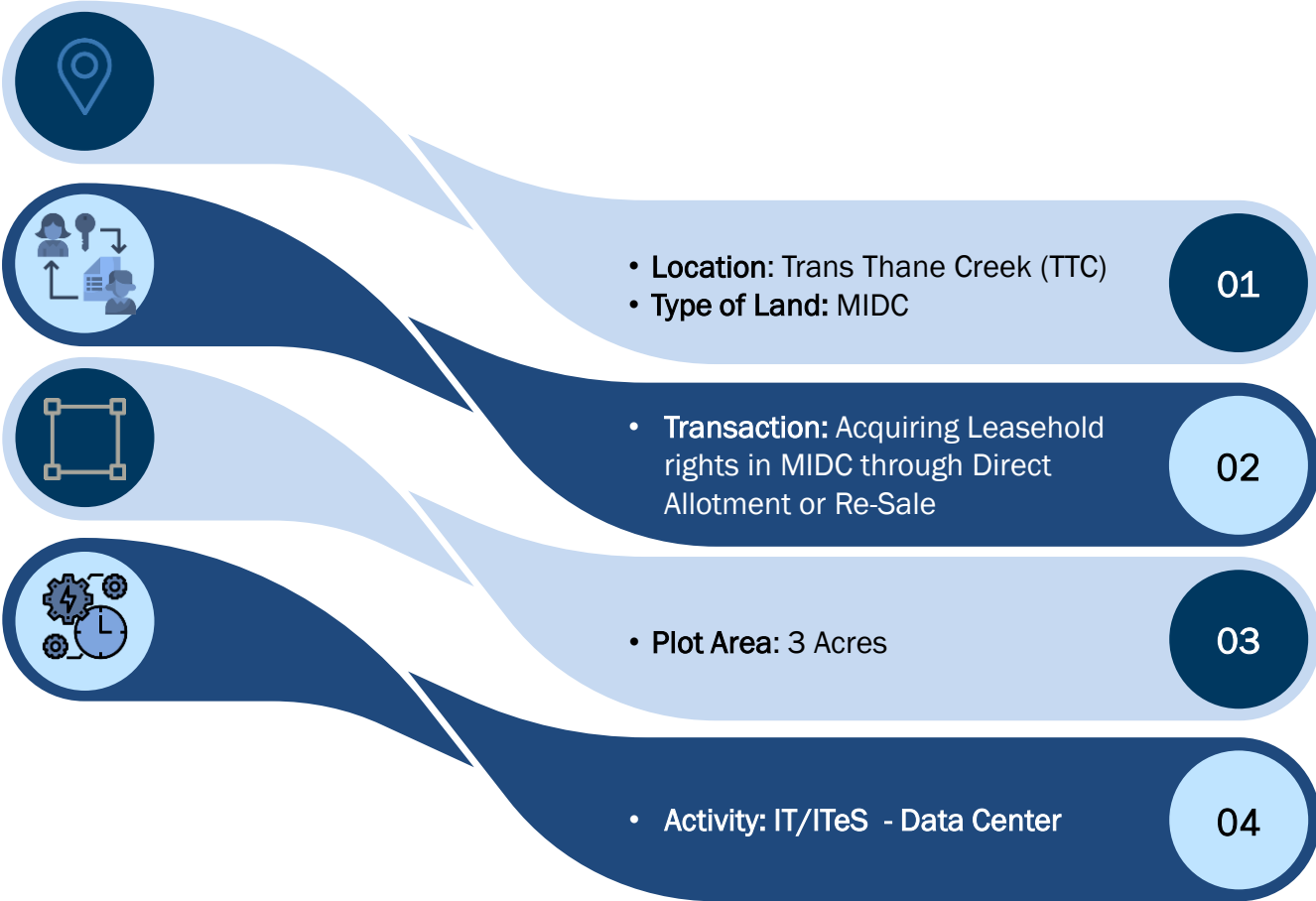
Why Us?



- ✓ **Established Pvt. Ltd. Company** with good track record. (16+Years)
- ✓ Focus on **Industrial Assets** and **Industrial Compliance Management**.
- ✓ Large database of **Industries (7500+ units)** available for **Sale and/or Lease**
- ✓ Strong **Marketing & Sales Team Network**.
- ✓ Strong **Back Office** to Handle **Transfer Process**.
- ✓ Deals in All Industrial **Permissions & Licenses**.
- ✓ In-house knowledge base for **Rules and Regulations**.
- ✓ Supported by **Strong IT & Software Team** with exhaustive database and web marketing
- ✓ Legal Backup for **structuring the deal and title verification**.



Client Requirement Specification (CRS)



Options Available



Direct Allotment through MIDC

How ASCC shall assist you through FDI Investment Route:

- Identification of available land parcels with MIDC
- Selection of Location and Site Visits
- Confirmation with MIDC on feasibility of Allotment
- Guidance for preparation and submission of application to MIDC
- Case Representation to MIDC
- Guidance for Land Allotment Committee Meeting
- Liaison with MIDC for Offer Letter and Allotment Order
- Arranging Survey, Demarcation and Possession of Land
- Full assistance for execution of Agreement
- Monitoring entire allotment process



Acquiring in Re-Sale from the Lease Holder

How ASCC shall assist you:

- Identification of available land parcels with ASCC
- Selection of Location and Site Visits
- Shortlisting of properties
- Meeting with the Seller
- Negotiation with the Seller to decide the Terms and Conditions
- Assistance with Due Diligence & Title Verification (3rd Party - Lawyers)
- Deal Structuring
- Preparation and Finalization of MoU
- Handling entire transfer process




Through Financial Institution


How ASCC shall assist you:

- Identification of available land parcels with the FIs / ARCs
- Selection of Location and Site Visits
- Shortlisting of properties
- Case representation to FIs / ARCs
- Meeting with the FIs / ARCs
- Negotiation with the FIs / ARCs to decide the Terms and Conditions
- Arranging Letter for Sale / Certificate
- Assistance in payment of Stamp Duty
- Registration of Sale Letter / Certificate in office of Sub Registrar
- Preparation of case for MIDC Transfer
- Handling entire transfer process

Tentative Time Frame



Direct Allotment through MIDC



Acquiring in Re-Sale from the Lease Holder



Through Financial Institution


180 Days (Approx.)

120 Days (Approx.)


150 Days (Approx.)

- Note: Time Frames indicated above are approximate and only indicative. It will also depend upon decision making by client. There may be delays by Govt. Departments / FIs / Third Parties due to COVID Pandemic / Lockdowns.

ASCC Brokerage Fees for Acquisition of Land/Property



Direct Allotment through
MIDC



Acquiring in Re-Sale
from the Lease Holder



Through Financial
Institution

ASCC Brokerage Fees shall be
2% of the Net Sale Value + GST

Notes

- *All out of pocket / miscellaneous expenses shall be extra and paid directly by client.*
- *All Government Fees / Third Party Fees shall be extra and paid directly by client.*
- *The quotes for all permits / licenses shall be given subsequently and will be charged extra.*
- *Payment Terms will be mutually discussed for the respective options.*

Engagement Model for Real Estate Acquisition



EXCLUSIVE MANDATE

Advantages to Client in Exclusive Mandate

- Industrial Properties supply is always limited. If the requirement goes to multiple brokers/in the market, the demand in the market goes up and thus impacts the **price points**.
- All **advisory and information services coverage** and providing all updates/access to the MIDC Rules and Regulations as per requirement related to land procurement.
- **Single Point Contact** for Client.

ASCC recommends an engagement using exclusive mandate basis.

Additional Value Added Services (Permits & Licenses)



ADDITIONAL SERVICES THAT ASCC CAN PROVIDE

- Advisory and Consultancy for permits & licenses
- Shop & Establishment License
- Registration of MSME & LSI
- MPCB Consent to Establish and Operate
- Factory Plan Approval and License from DISH if applicable
- Petroleum and Explosives License (HSD and other Class A, B, C Petroleum Products, Chemicals, Gas Cylinder Rules for Canteen/Cafeteria.)
- Contract Labor – Site Registration
- MIDC SPA Approvals – Construction Related
- Water Connection Approvals
- Electricity Connection Approvals
- Any other approvals / permits as per requirement of project can be discussed.



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Thank you.

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