

Planify Capital Limited

Private Equity Marketplace

(Start-ups | Pre IPO | Private Equity)

Startups Future Hai!



Problem Statement



Lack of Awareness

Huge untapped investment opportunity of US\$ 77.1 billion in PE market.



Lack of Liquidity

Lack of platforms available for selling ESOPs



Fund Raising

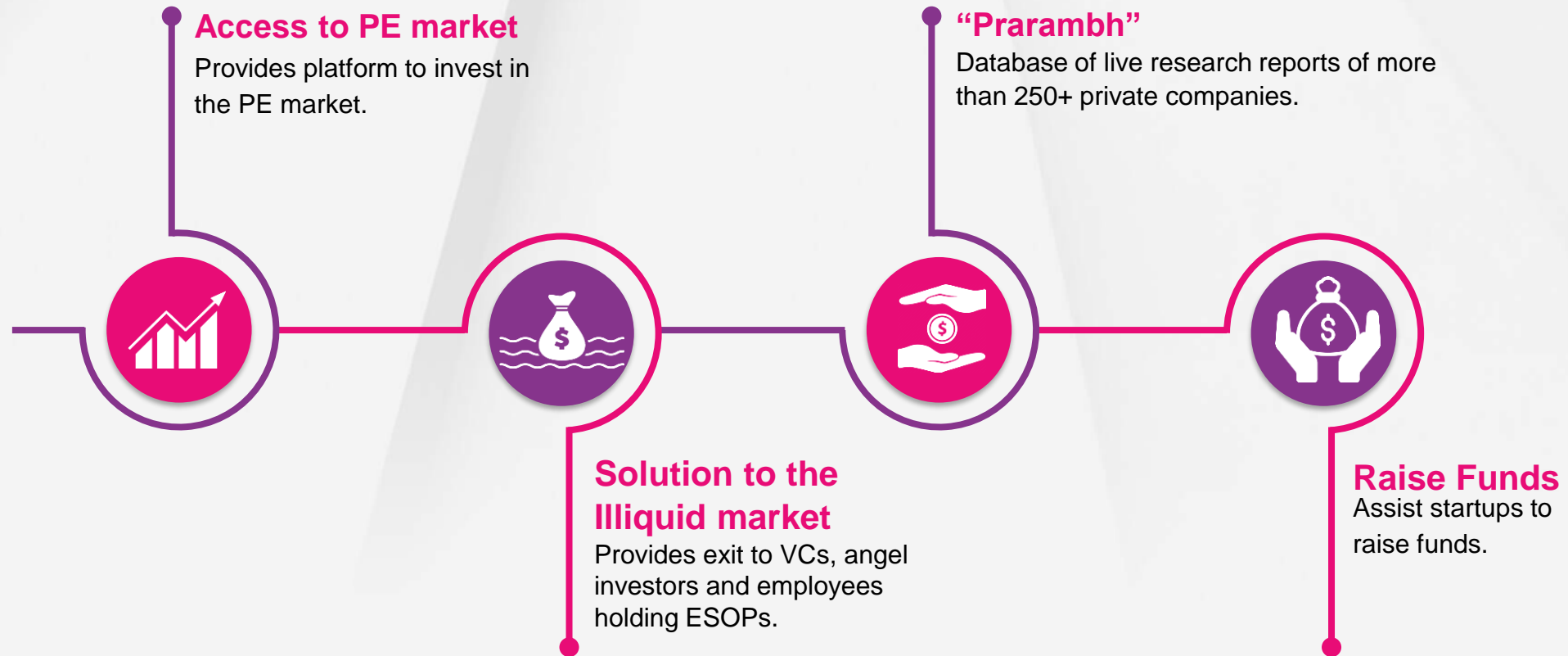
Inability of start-ups to gather a pool of investors



Unavailability of Organised information

Data about private companies is not available at one source

Planify Approach Toward the Problem



“If you define the problem correctly, you almost have the solution”

- Steve Jobs

Company's

Unique Selling Proposition (USP)



Profound industry experience

Young and enthusiastic tech and finance team headed by experienced management team.



End-to-end portfolio management

Timely entry & exit update through a dedicated team of portfolio management.



Next generation cutting edge technology

In house designed website and mobile application for android & IOS.



Access to marquee investors

Investments through PE investors & multi-family houses.



In-depth research analysis

Live research reports of more than 250+ private companies.



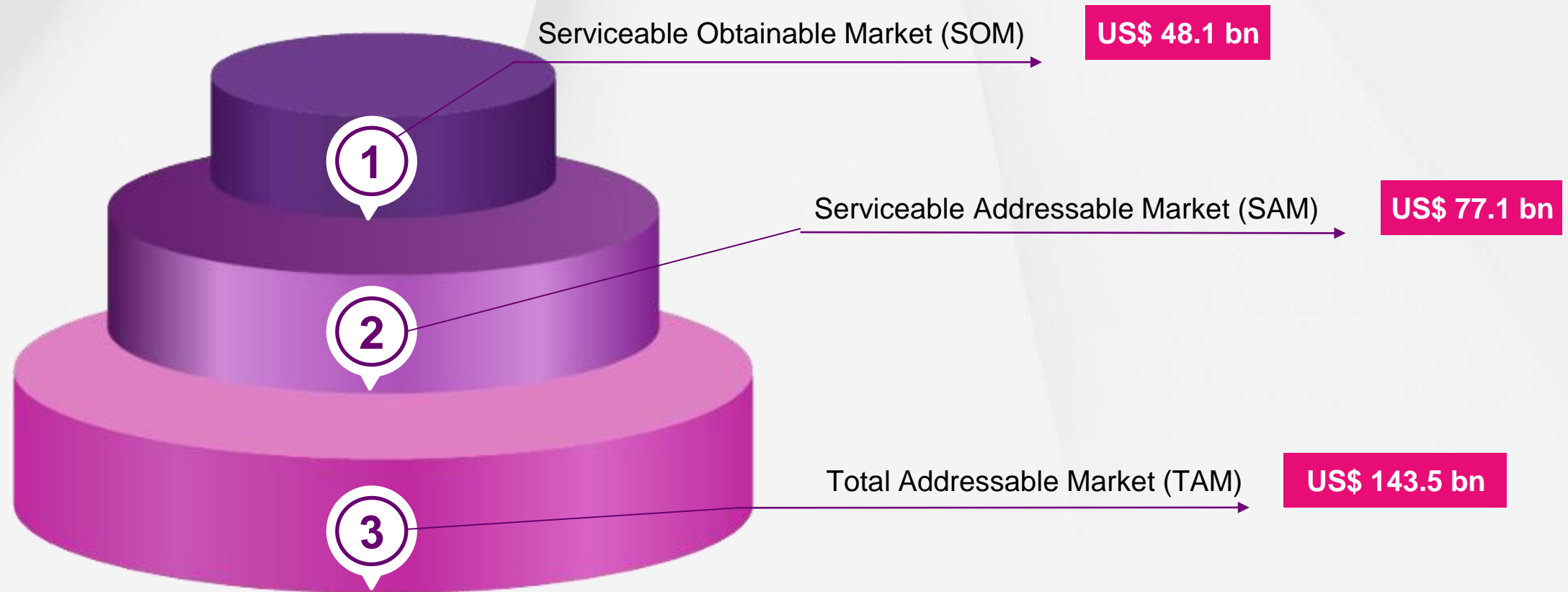
Hand holding founders to "make it big"

Mentoring next-generation business leaders to unleash their true potential.



"It is no longer enough to satisfy your customers. You must delight them"

Market Size



* TAM includes US\$ 77.1 bn PE/VC investments along with US\$ 66.4 bn investment in Real Estate.
* SAM includes US\$ 28.5 bn Startup Investment, US\$ 22.0 bn buyouts, US\$ 19.6 bn in Growth investments, US\$ 4.5 bn in Private Investment in Public Equity (PIPE) and US\$ 2.6 bn in Debt investments.
*SOM includes US\$ 28.5 bn Startup investment and US\$ 19.6 bn in Growth investments.

Products

Start-up Funding

Planify helps businesses raise funds through primary sales of the company's shares in the market as well as becomes the intermediary between the investors and the promoters.

Prarambh

Planify helps in getting an organization investment ready - by performing extensive due diligence study and preparing company's pitch deck, valuation report, executive summaries, term sheet and equity restructuring.

Private Boutique

Planify provides secondary sale of Pre-IPO shares at best price to investors to gain amazing profits. We understand the importance of retaining your star talent and keeping your employees motivated. We have made liquidating ESOP simple and easy on our platform for employees of start-ups. Customize your ESOP plans and do away with endless paperwork.

Prime Membership

Planify has introduced Prime Membership for its investors, under which Planify provides an early access to extensive Research reports, Valuations, Cap. Table, Weekly Newsletters, Blogs and Videos along with exclusive updates of Pre-IPOs of emerging start-ups in India.



“All these products are the sources of revenue stream”

Our Milestones

Urban Tots

Raised ₹ 20.0 Cr. for the toy manufacturing company.



Bazar India

Raised ₹ 25.0 Cr. for the Lifestyle retail chain.



Experiential Etc.

Raised ₹ 50.0 Lac for the 360-degree advertising agency.



Madbow

Raised ₹ 4.0 Cr. for the Indian e-commerce lifestyle fashion brand.

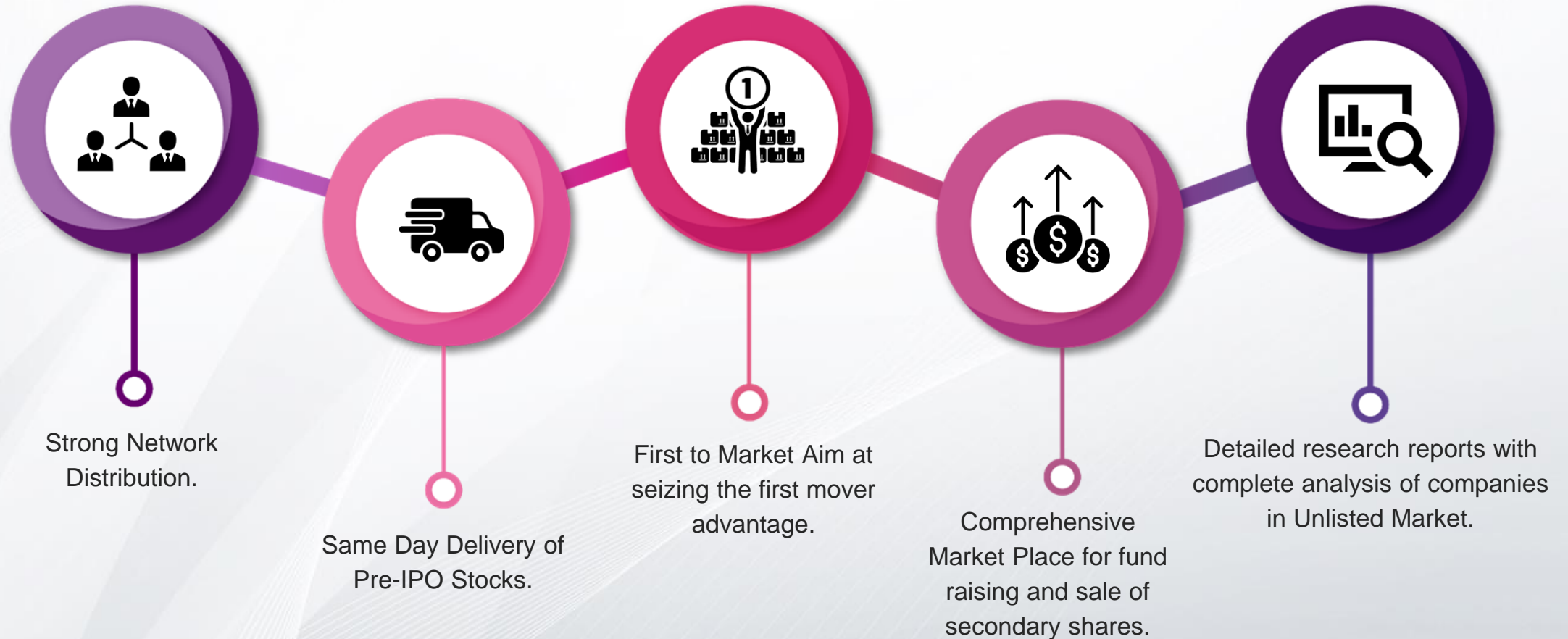


Planify

Raised ₹ 1.0 Cr. for the Leader in Private Equity Marketplace.

“Accomplishments will prove to be a journey, not a destination”

Competitive Advantage



“The essence of competitive strategy is choosing what not to do”

- Michael Porter

Traction

₹150.8 Cr.
Turnover

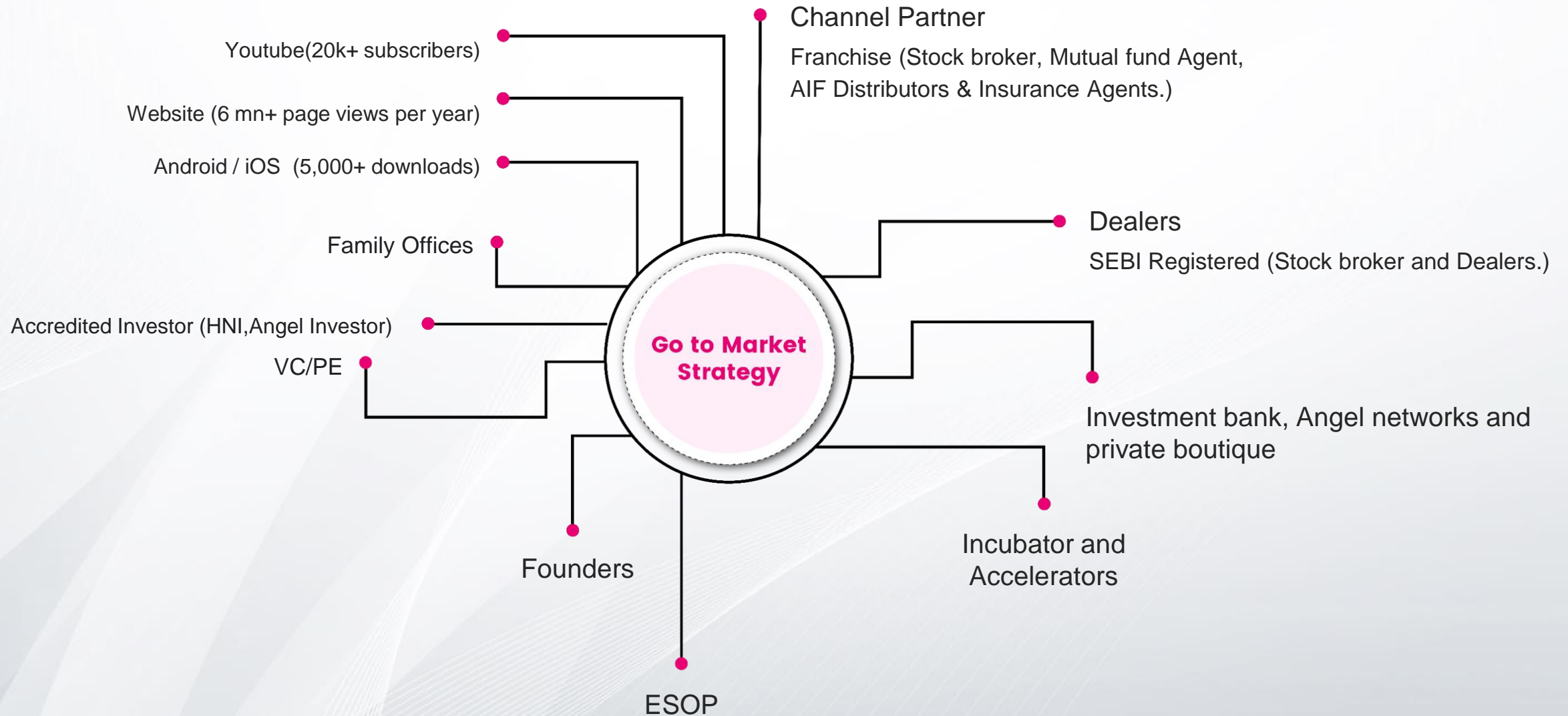
₹22.5 Cr.
Revenue

₹8.2 Cr.
PAT

250+
Unlisted
Companies

10,000+
Investor Base

₹198.0%
ROE



“Build the new, Don’t just fight the old”



Rajesh Singla | *CEO & Founder*

- **Rajesh Singla** has started the Planify at Feb 2019 with an aim to provide financial security to every Indian.
- He is a Market Veteran and a hustler who has been able to set up an investor base of 6000+ people achieving their dreams.
- 13+ years of work experience to build and delivering high-tech quality products among various organisations like Amazon, Snapdeal, Accenture and Vdopia.



Ishima Singla | *Chief Valuation Officer*

- **Ishima** has more than ten years of experience in assisting with the valuation of private companies equity securities, business valuation, ASC 805 A, ASC 350, impairment testing, DCF review and relative valuation.
- She started with her career as an intern in BMW financials services and later joined EY as a senior financial Analyst and became Associate manager at EY later. She has devoted her career at EY for 10 years.
- MBA, CFA L3 Aspirant, finance and accounting from ICFAI foundation of higher studies and bachelors in Economics from University of the Punjab.



Uttam Prakash Agarwal | *Independent Director*

- **CA. Uttam Prakash Agarwal** has three decades of expertise in taxation, finance, and restructuring, including considerable work in areas such as statutory audit, income leakage audit, Concurrent Audit etc.
- Recently, Uttam Prakash Agarwal has been on the board of various companies including Mirae Asset and 3i Infotech and has managed AUM of around 30,000 Cr. He has also served on the boards of Reliance Capital Trustee Co Ltd, YES Bank Ltd.

Ask Bid

We are looking to raise **25 Cr.**



Marketing

Expenditure on
technology ₹ 18.0 Cr.



Technology

Expenditure on
technology ₹ 5.0 Cr.



Operational Activity

Expenditure on
technology ₹ 2.0 Cr.

Exit Strategy

Planify plans to launch its IPO on NSE and BSE within next 5 to 7 years.





THANK YOU