

Event on PE proves that there is still a lot of juice in IT/ITeS

8th May, 2009: Pursuant to IVCJ's highly successful version of the same event in 2008, Dickenson did a repeat of the stellar event on Private Equity and IT/ITES held on the 28th and the 29th April 2009, in Mumbai.

Addressing the need of the hour, the workshop on RAISING VENTURE CAPITAL FOR SMEs witnessed participation from experienced speakers such as, Mr. Sasha Mirchandani – Sr. Investments Director, BlueRun Ventures; Mr. Rajesh Subramaniam - Managing Director-India, Walden International; Mr. Atul Mehta - TS Partner, Ernst & Young; Mr. Anand Lunia – CFO, Seed Advisors Pvt. Ltd. and many more. Held at the JW Marriot on the 28th April 2009, Mumbai, the event was nothing short of a knowledge-packed practicum, hitting bang on audience expectations.

As IT/ITES, Technology and startups stand firmly amidst unfavorable global economic winds, it is fresh innovation and new vision that will decide players' fortune at this critical inflection point. How are the



players within the Indian IT/ITES sector coping with the status quo? How equipped are the VC/PE to revive their portfolio companies that could potentially fall prey to the downturn? At IVCJ's relevant and insightful conference on the 29th April 2009, at The Taj Lands End, Mumbai, erudite speakers attempted at answering these and many more pertinent questions. As many as 50 delegates, 17 Venture Capitalists, 13 Industry Leaders, 3 Research Companies, 4 Leading Advisors and

other renowned speakers presented valuable exchange of thoughts and great networking opportunity.

Mr. Karthik Reddy, Vice President, Times Private Treaties, Mumbai, shared inputs on Correlating Brand Visibility with Valuations for Tech Companies. He said, "Building brands is a long-term sustained relationship and not a one time engagement. Times Private Treaties fuels brand visibility, contributes to business scalability, creation of goodwill through association – in all it's one of the factors among others that influence the path to success. The idea is to directly influence value and contribute to business growth." Mr. Reddy also elaborated on the business success of one of their clients' Allied Digital that grew from being just a server maintenance company to a complete service company, with over 2000 employees at more than 132 locations. The Forbes magazine also awarded Allied Digital as the BEST UNDER BILLION DOLLAR COMPANY. **Mr. Mark Silgado, IL&FS Investment Managers** shed light on the importance of Corporate Governance in today's competitive world. While analyzing the impact, trends and future outlook that Virtualization would have in the years to come, **Mr. Naveen Mishra, Senior Analyst, Gartner** made a statement "Virtualization will transform IT architectures, processes, cultures, sourcing and markets — enabling significant business transformation." At the end of the insightful conference, Mr. Manoj Saha, Partner at Dickenson Advisory, made his point, "***It was a great melting pot***



of investors, trend predictors and entrepreneurs. The two most impressive areas for the wealth creation involve cloud computing, information security and service based SAAS solutions.”

Veterans such as, Mr. Vipul Mankad – President from SIDBI Venture Capitals; Mr. Manu M. Parpia - Founder and Vice Chairman, Geometric Ltd.; Mr. Rahul Khanna – MD, Clearstone Ventures; Mr. Manik Arora – founding MD, IDG Ventures; Mr. Gautam Patel – Managing Partner, Battery Ventures; Mr. Nikhil Khattau – MD, Mayfield Ventures; Mr. Sandeep Singhal, Nexus India Venture Capital, were among the many who set this conference apart as an ultimate experience of its kind.

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About IVCJ

IVCJ, a part of the Dickenson Intellinetics Group, with its extensive research, in-depth knowledge and comprehensive analysis serves both Indian and global VC/PE marketplace as the leading and most respected Indian publication focussing on the Indian private equity market space. The IVCJ franchise integrates all media channels according to investor needs, which can include analyst meetings, investor roadshows, email and newsletters, plus corporate and investor websites.

We also have to our credit many successful events that have provided ample opportunity for networking to developers, private equity players, fund managers and industry experts. For more information on IVCJ events, visit <http://www.vcindia.com/conference.asp>.

Dickenson Intellinetics are producers of signature business conferences and publications covering the PE, Real Estate, Banking and Corporate Communications marketplaces within India. We are also one of the leading agencies in India, specialising in Corporate Reporting and Creative Solutions, serving many prominent corporates in India.

About Times Private Treaties

Times Private Treaties (TPT) is an innovative venture from the Bennett, Coleman & Co. Ltd. (BCCL) Group, India's largest media conglomerate. Since its inception in early 2004, Times Private Treaties has captured space as the country's largest equity portfolio. TPT is a unique model designed to share risk, accelerate growth and augment the brand value proposition without affecting liquidity. The current portfolio consists of investee companies across small, medium and large enterprises.

The 170 year old Bennett, Coleman & Co. Group (BCCL) provides its clients with a wide spectrum of media assets in print, television, radio, internet and events. The group owns and manages media brands like The Times of India, The Economic Times, Maharashtra Times, Navbharat Times, Radio Mirchi, Times Now, Times Music, Times OOH and indiatimes.com.

For further information, visit: www.timesprivatetreaties.com; E-mail: privatetreaties@timesgroup.com



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IL&FS Investment Managers Limited (IIML) is one of the India's largest homegrown private equity fund managers with a seasoned investment that has made more than 60 investments across a variety of industries. Total commitments to IIML's funds have grown from less than \$40 million in 1996 to over \$900 million today. IIML's private equity fund investor base is comprised of both Indian and international institutional investors. We offer success by capitalizing on our Parentage, Performance, Experience, and Expertise

An active and highly successful investor in the Indian markets since 1997, IIML has developed an extensive proprietary network that provides a substantial source of deal flow and informed insights into the Indian investment environment.

Today IIML invests across a spectrum of select sectors including Technology, Consumer Services, Pharmaceuticals & Healthcare, Manufacturing, Infrastructure and Real Estate.

IIML's management team comprises of 30 professionals organised across verticals, based on sectoral experience and expertise and whose experience spans the entire private equity life-cycle - from raising funds, and making and planning investments to restructuring and exits.

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