

## Advisor to Anupam Industries on an Investment by Aditya Birla Private Equity.

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DEAL VALUE	USD 11 mn
SERVICE	Private Equity
SECTOR	Industrials

Anupam Industries Ltd, Anand (Gujarat) based leading manufacturers of Material Handling Equipment (MHE) has received a committed investment of Rs 50 crores from Aditya Birla Private Equity. The company will use the proceeds to fund its aggressive expansion plans in the backdrop of significant order flow from infrastructure and industrial sectors. Mr. Bharat Banka, MD & CEO, Aditya Birla Private Equity, will join the Board of Directors of the Company.

Avendus Capital was the exclusive financial advisor for the transaction. Speaking on the transaction, **Mr. Mehul Patel, Managing Director, Anupam Industries** said, "Anupam has drawn up aggressive expansion and diversification plans which entail a capital spend in excess of Rs100 crores. We have a leading market share in India and plan to expand overseas in near future. An active partner like Aditya Birla Private Equity will definitely help us to speed up the growth momentum. The extensive network of our investment partners and their deep reach within Indian and international business zones will help us capture more business opportunities".

**Mr. Banka**, commented, "Anupam is uniquely placed with a dominant market share in its category with encouraging growth prospects. It is a supplier to growth industries like power, steel, ports and construction, amongst others and is poised to benefit from the massive spend underway in these sectors. We are excited to partner Anupam and play a value-added role in the growth of the Company." **Mr. Preet Singh, Executive Director, Avendus Capital** said, "We are witnessing heightened activity in the infrastructure equipment space. Anupam Industries led by Mr. Mehul Patel, has established itself as a major player in the industry. The company caters to the four important segments of Infrastructure - Power, Steel, Construction and Ports and these sectors are witnessing huge investments which will drive the company's growth. This primary round of investment by Aditya Birla Private Equity will help the company scale up its operations to meet the huge demand arising from these sectors."

### | About Anupam Industries Ltd

Established in 1973, Anupam Industries Ltd. (AIL) today is the largest manufacturer of industrial cranes in India. AIL's product portfolio includes cranes used in industries such as power, steel, construction,

manufacturing and ports sectors. The Company recently bagged the “Star SME of the Year” award at the Business Today-Yes Bank SME Awards 2009. For more details, visit company website [www.anupamgroup.com](http://www.anupamgroup.com)

### | About Aditya Birla Private Equity

Aditya Birla Capital Advisors Private Limited (ABCAP) manages over Rs675 crores and offers investment management and advisory services as Aditya Birla Private Equity to domestic and global investors. The Company has adopted a unique investment style of partnering with its portfolio companies by providing strategic and operational intervention and has its focus on growth investments in mid market companies, with India as investment destination. Aditya Birla Capital Advisors Private Limited, part of US\$30 bn Indian conglomerate, Aditya Birla Group, is the investment manager to the fund and is led by Mr Bharat Banka, MD & CEO. For more details, visit the website [www.adityabirla-pe.com](http://www.adityabirla-pe.com)

### | About Avendus

**Avendus Capital** is a leading financial services firm which provides customised solutions in the areas of financial advisory, equity capital markets and wealth management. The firm relies on its extensive track record, in-depth domain understanding and knowledge of the economic and regulatory environment, to offer research based solutions to its clients that include institutional investors, corporates and high net worth families. Avendus Capital has consistently been ranked among the top-five corporate finance advisors in India and has emerged as the advisor of choice for cross-border M&A deals and has closed 35 crossborder transactions in the past 4 years. Avendus Securities through its Institutional Equities practice is able to offer clients best-in-class research-driven advice to help them take investment decisions, while Avendus PE Investment Advisors manages funds raised from its investors by investing in public markets and private equity. Headquartered in Mumbai, the firm has offices in New Delhi and Bangalore. Avendus Capital, Inc (US) and Avendus Capital (UK) Pvt. Ltd. located in New York and London respectively, are wholly owned subsidiaries offering M&A and Private Equity syndication services to clients in the respective regions. For more information, please visit [www.avendus.com](http://www.avendus.com)

#### Deal Release

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