



Investment Opportunities – April 2018

www.7Avenues.com

Our Experience

All our experience is backed by owning and running micro-level operations. We have understood India and the opportunities and problems here in the most detailed manner. Most of our business is structured in JV or Partnership format, where we are primarily executing the opportunity for Investors.

EXPERIENCE SECTORS

AGRI AND PLANTATION:

- Almost unique experience of acquiring and managing farms , now reaching 2000 acres. Our young plantations include Teak, Saal, Fruits (30 varieties) .
- Organic poultry , Dairy for local consumption – Including Feed generation to Reproduction
- Specialized High Value products like Alfaalfa, medicinal plants.
- Acquiring lands for Ecoresorts
- RELATED RENEWABLE ENERGY: End use farm micro projects for Solar and Biogas energy

URBAN REALESTATE:

- 25 acre township in Bhopal coming up in 3 stages under the name: Ivy Estate
- First stage of 10 acres is ready for plot sales.

RETAIL & STORAGE, FOOD RETAIL & ASSOCIATED SERVICE :

- Owned/ operated 14 retail stores, cold storages in 2 states from 2006 to 2011. Sold in parts.
- Partnerships in Marriage Garden and Dhabas (Highway food outlets) - Direct supply from Farms

DEAL BROKERAGE & EXECUTION:

- **MINING:** Access to Good quality Iron Ore, Limestone mines in MP, Orissa
- **PRIME URBAN LAND:** We have exclusive deal access to some very prime lands in NCR, and nearby cities, at attractive distress rates.
- Arranging / Aggregating prime lands for projects in Bhopal

EXPERIENCE IN PARTNERING:

No. of Shareholders : 60 (mostly alumni of good institutions like IITs, IIMs)

No. of Farmland owners : 80

No. of Farming related project partners: 12

No. of Urban Project partners: 7

No. of Misc Project partners: 15

See our work portfolio



www.bigindiafarms.com

- Managing food forests on over 1600 acres
- Unique projects: Seed nurseries, Free roaming poultry,
- Tiger Valley Farms



www.Aranyaani.in

- Ecommerce, Logistics for Natural foods delivery across India from our food forests
- Productisation of food in a natural manner
- Free Health Network



www.Ivystates.in

- Best Plot layout in Bhopal
- 50 Percent open spaces with cricket ground and many amenities

Our Team

Each of our team member has some basic traits: Understands the role of technology and how to use the edge , Has run her own venture over a long period, Understands how to make money, the complexities and opportunities in the local context.

- **OPPORTUNITY EVALUATION, STRATEGY, PLANNING AND CONTROL:**

- Managing Partner- Sandeep Saxena, an IIT Kanpur, IIM Lucknow graduate. 17 years of experience. Worked in many MNCs globally before starting this team. Has executed more than 3000 acres of land acquisitions, farm operations, large deals and handled local conditions and problems typical to India.
- Aretired Director of BHEL, one of the largest companies in India. Has been a pioneer in high tech projects with mass usage. Has over 40 years of experience.
- Aretired GM with New India Assurance, one of the largest Insurers in India. Has extensive knowledge of consumer and industrial projects. Has over 40 years of experience.
- Shankar AVSB, IIM Lucknow graduate. 17 years of experience. Worked in many MNCs globally before starting this team. Has rich digital marketing and financial trading experience.
- And many others selectively advise us based on the projects : CA and our auditor, top lawyers on our retainer, chartered engineers and architects.

- **EXECUTION TEAM:**

- Persons with specialized knowledge : Farms, Urban Projects, Mining, Poultry, Organic Food production, Nursery, Food retail, Marriage Gardens, etc.
- Administrative and Execution team consists of many persons from dedicated Managers to Vets, Nursery Biologist on retainer basis to Our farm teams.

- **OPPORTUNITY GENERATION NETWORK:**

- Local farm brokers, land and agri produce agents,
- Mining brokers, Geologists,
- Specialized process owners,
- People specializing in government planning
- Persons who specialize in redevelopment opportunities and distressed businesses' asset opportunities

Trends We See

India will create a lot of 'real' i.e. bottomline and execution focused, billionaire businesses in next few decades. In our view, many will be following one of the following trends:

- **Water Scarcity and quality:** This trend affects everything from human water consumption to seed cost, milk cost to even scarcity of ecological resorts.
- **Climate change:** It is affecting our farm businesses for now but in long term we see it changing food consumption habits to medical bills.
- **Lifestyle upgradation due to mobility, communication and technology:** From renovation in housing to consumption of healthy organic poultry and fruits to usage of our marriage gardens, we see this as a continuous opportunity.
- **Cheaper renewable energy:** In our many experiments, this energy is coming cheaper even if crude is below \$40. The industry is currently geared differently, but we see our micro project experience pointing to a great shift in energy production and usage value chain.

How we work?

- Our Core strength has been our experience, intelligent local network right up to village levels and accurate result orientation. As a result, we have grown from zero capital to a mid size entity in a short time, in spaces typically dominated by business families or entrenched cartels, and beyond execution capabilities of typical funds.
- We DO NOT work like a Private Equity fund. We work on Opportunity Basis, directly partnering in the opportunity. (See the slide on Legal Structure)
- Where ever our capital and synergy permits, we take maximum equity and full control in an opportunity, execute it and grow our assets and learn. We do not seek external capital in such opportunities.
- We invite and take Capital partners where the capital intake is large (from 1 million USD upwards to 50 million USD opportunities on our horizon). The capital partner will invest completely and directly hold equity in the Opportunity from 50% to 75% depending on our value add in opportunity grabbing to execution.
 - Where we execute , we take only the returns on our portion of equity, subject to profit conditions.
 - Where we do not execute, we prefer our time based exit once agreed stage is reached.

Advantages of our Approach vs Fund Mgmt

- Less layers between Investment source and Opportunity => low cost of funds, high visibility to opportunity
- No scope for Ponzi style fund raising
- Easy regulatory mechanism; more opportunities

Disadvantages of our Approach vs Fund Mgmt.

- Small wait time between Opportunity and closure; cannot deal with slow decision making
- Ticket sizes are smaller; less money works harder

Opportunities for Partnering with us*

SECTOR	OPPORTUNITY	INVESTMENT SIZE	EXPECTED ROI	PAYBACK PERIOD	LIFETIME PERIOD
AGRI	Dedicated small Greenhouse for horticulture and 2 acre horticulture set up	50 lacs INR (70 k USD)	60%	2 year	20 years
FOOD RETAIL	Marriage garden cum dhaba (one unit)	25 lacs INR (30k USD)	50%	2 years	20 years
NATURALFOOD RETAIL	Franchise for Aranyaani Foods in a large city	10 lacs INR (15 USD)	80%	1 year	30 years
AGRI	Small unprocessed milk dairy	25 lacs INR (30k USD)	60%to 80%	2 years	10 years
AGRI	Free roaming poultry farm in our forest	10 lacs INR (15k USD)	40%to 50%	2 years	10 years
AGRI	Teak, Sandalwood, fruit plantations	Opportunity basis	60 To80% (low risk)	NA	30 years
URBAN PROJECT	Land partnering for plotting projects in Bhopal	50 lacs (min) (80k USD)	30%to 40% (low risk)	3 years	3 years
URBAN PROJECT Bhopal	20 acre residential project in Bhopal- in JV mode (we will arrange lands at low cost)	1200 lacs (2 m USD);	30% (low risk)	2 years	4 years

*** Note:**

-From 80 to 90%of the investment goes to Good assets like land, facilities etc. Minimal is for Opex

-Each opportunity can be done in a larger scale/ chains/multiple units

Preferred Legal Structure

- The Investing Person/Entity forms a Firm or company in India, if required. In many cases, there is no such need.
- Then Investing company or its Indian entity (partner 1) and Seven Avenues Ltd. (Partner 2) form a 'Limited Liability Partnership' (LLP) with a partnership agreement on stake, management control, exit parameters, and investment commitments.
- The LLP executes the Opportunity or multiple Opportunities , takes local business licenses, pays taxes , pays back to the Partners, etc.
- The LLP can take funds as Equity or Debt or a mix, from the Investing Partner, depending upon the Partnership Agreement terms.
- Note: In case of the Investing Entity not being an Indian entity, the repatriation of profits and investments, foreign taxes, currency exchange rate risk, etc. shall not be the responsibility of the LLP or Seven Avenues. It has to be managed by the Investing Entity or its Indian Firm.



Contact : Sandeep Saxena, Shankar AVSB

www.7avenues.com/contact.html

Email: info@7avenues.com

Sandeep: +91 99777 91778

Shankar: +1 646 416 6561