

Overview Presentation



www.7Avenues.com

Oct 2009

What is 7Avenues?



- 7Avenues is a holding company that runs ventures in Retail, Supply Chain, Financial and Business Services and with investors worldwide.
- Private equity investment opportunity – we build, own, and operate our ventures. We are in it for long term – building companies to own and operate – not for sell-off and exit.
- 150+ member-investors worldwide today with 350+ members expected by end of 2010. Our members-investors can take active role by contributing both capital and sweat.
- Multiple ventures covering the entire Retail and Food supply chain from Producer to Consumer and Business Services space - under a common strategy to build a large customer base.

- 7Avenues is a formed by members-investors with diverse professional backgrounds and common goal to fund, grow and operate high-growth ventures.
- We have the ability to access bigger investments and expertise to take operating companies to next phases of growth: including equity sale and IPO.
- Platform for individual investors to realize, without undue financial exposure, the upside provided by venture funding / ownership– otherwise a domain of only HNIs/ large investors.



Everything For Your Family: Super Markets, Electronics, Pharmacy, Travel, Financial Products



MarketStar
Capital

MyOrbit
Online Business

7iDigital

Why 7Avenues?



- **New venture/private equity participation opportunity** for professionals within Rs 1 lakh, and break the typical barrier of Rs 5+ crore set by big private equity companies.
- **Demonstrated capability to remove inefficiencies** in the Indian Retail and Food supply chain, and share benefits with retail consumers and producers, while running profitable ventures for ourselves.
- **Proven platform to convert opportunities** to commercial businesses. We are evaluating a few high-growth business opportunities at any given time, that can create long-term customer relationships to launch diverse new products/services.
- **Global exposure and networks**, in new sectors with opportunity – including Consumer Electronics and Online business opportunities.

Value Proposition

- **Wealth creation** – based on Ideas, Execution, and People
- **The Capital and Trust of our Investors is sacrosanct and we govern ourselves with the highest ethical standards.**
- **Most great ideas/ ventures fail due to the most critical resource: People**
 - We have access to top quality professionals through our investor group
 - CXOs for our portfolio companies often come from investor group itself
 - 7Avenues works for creating wealth for everyone in our investor group

Who are in 7Avenues?



- **Each 7Avenues Member is self-driven and shares our entrepreneur mindset.** Our Investors are based worldwide and have worked with leading companies like:
 - ABB, BP, Siemens, Honda, P&G, Citigroup, CSFB, ICICI, HSBC, Fidelity, McKinsey
 - IBM, Infosys, Accenture, TCS, Wipro, SAP, Kodak, Pfizer
- Alumni of various leading Univs in India, and leading Univs in the US, Europe, and Asia.
- Following are just some of our members-investors playing key roles of Executives, Business Advisors and Contributors to our ventures:

Audio Recordings:

www.7avenues.com/recordings/7av_intro1.MP3

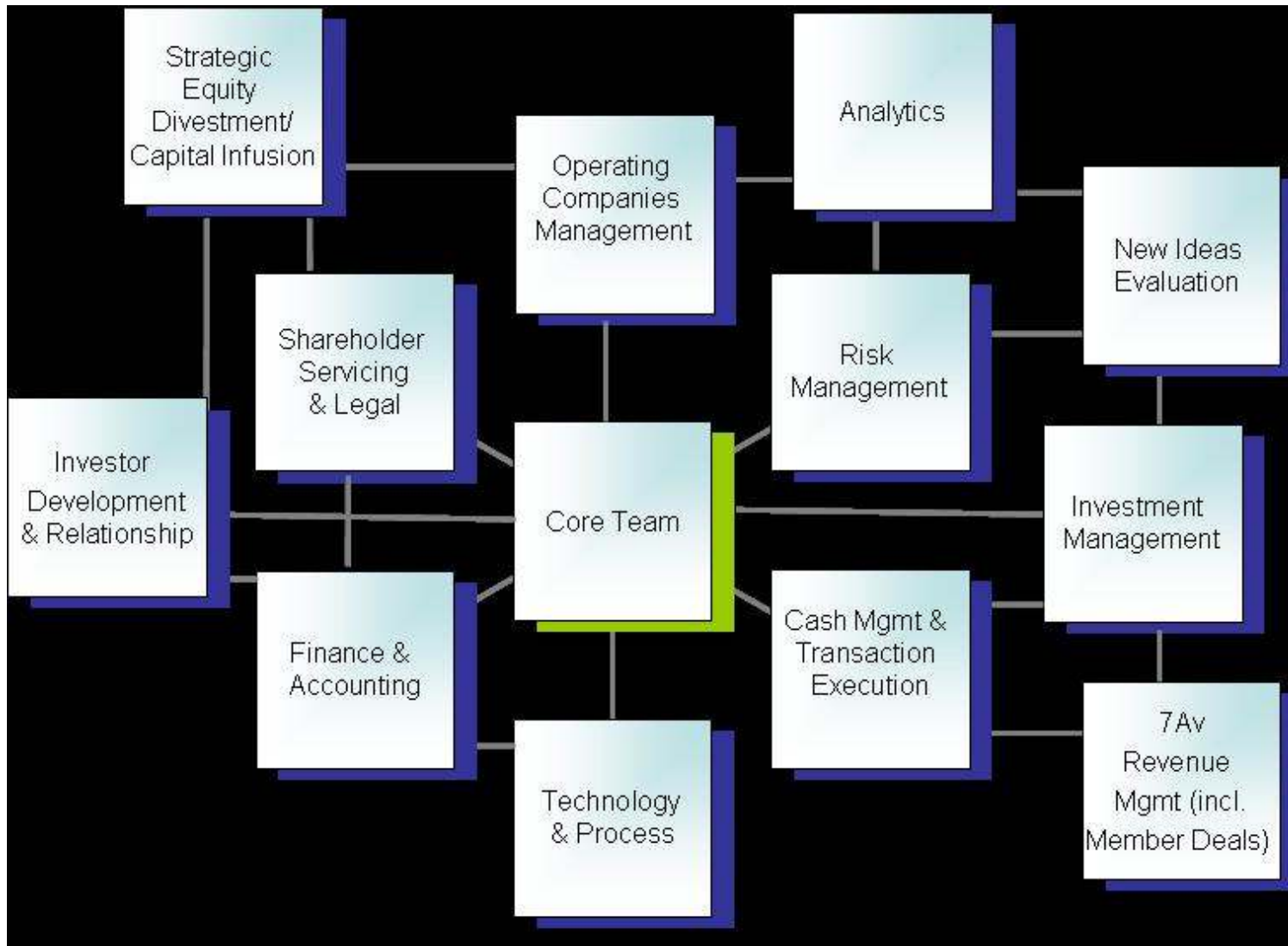
www.7avenues.com/recordings/7av_intro2.MP3

Shankar AVSB (IIML, Stanford)
Srinagesh T (IITM, IIMB)
Nitish Bandi (IIT KGP)
Kartik S (IIT KGP, IIML)
Sairam T (IIML)
Puneet Jain (IITB)
Srinivas (IITM, IIML)
S Singh (REC)
Bala R (REC, IIML)
Siva Y (IITM)
K Ram (IITM, IIMB)
A Sharma (AU, IIML)
Sridhar V (AU, Univ of Pittsburgh)
Sandeep K (IITD, IIML)
S Maheshwari (IIT KGP)
A Malhotra (IIMB)
Ashwin K (IIT KGP, IIMC)

Sandeep Saxena (IITK, IIML)
Pankaj Lal (IITK)
Sanket Mehta (IITB)
Gourav Khabya (IITB)
Achal Mehra (IIMA)
Parshu A (IITB, Carnegie Mellon)
Satya C (REC, IIMA)
Mahesh M (REC)
Ranjit Patnaik (REC, UMich)
Sumit M (IIMK)
R Mehrotra (IITK)
Nishant S (REC, IIML)
S Saxena (IITD, IIML)
Sandeep B (DU, IIMB)
D Singh (PEC, IIML)
K Garg (DU, IIML)
V Saroja (IIMA)



7Avenues is a Team Effort



Investors have the ability to participate in these work groups by regular contribution 5-10 hours a week, and earn sweat equity.

Our Work Groups are a strength for 7Avenues because they leverage the vast professional experience of our investors, and also bring our investors closer to operations, to keep investors and managers stay aligned on key topics.

Currently 1 in 5 investors is a member of some work group.

Portfolio Companies – Quick Overview



7to9 Retail



7to9 Retail is our first and major venture offering retail products and services to 5000+ customers; **first retail chain in India to achieve operational break-even** despite tight economic conditions; 10 stores in operation and 10 stores in pipeline. Funding in place to reach 25 stores. We have started offering consumer related financial/insurance services and pharmacy and under the 7to9 brand. Through our Café, which was merged into 7to9 Retail for better management, we offer health foods like juices, shakes, tea, coffee etc. The café can grow independently in future. For more info: <http://7to9Retail.com>

Big India Farms (BIF) is the food supply chain company to integrate right till food producers at the farm level. India Farms is growing as a strategic supplier to 7to9 Retail Stores. The company owns/operates contract farms. Currently the focus is on food production, which has good margins. In future, BIF can also export to Europe and North America. For more info: <http://india-farms.html>

MyOrbit Online Business

MyOrbit is an Online business with 50+ websites across industries, offering worldwide business reach, customers and audience. It is still young but growing profitably through its own income. MyOrbit also offers an info sharing/ marketing platform for 7Avenues ventures. For more info: <http://MyOrbitOnline.com> and <http://MyOrbit.tv>

MarketStar Capital

MarketStar is a new company that will trade/invest in public-listed stocks (S&P 500 India) and investors worldwide can buy shares of MarketStar, and create their India investment portfolio. With MarketStar operational (by Dec'09), we can offer both private equity investment (7Avenues) and public-listed investment (MarketStar). For more info: <http://MarketStarCapital.com> (coming soon)

7iDigital

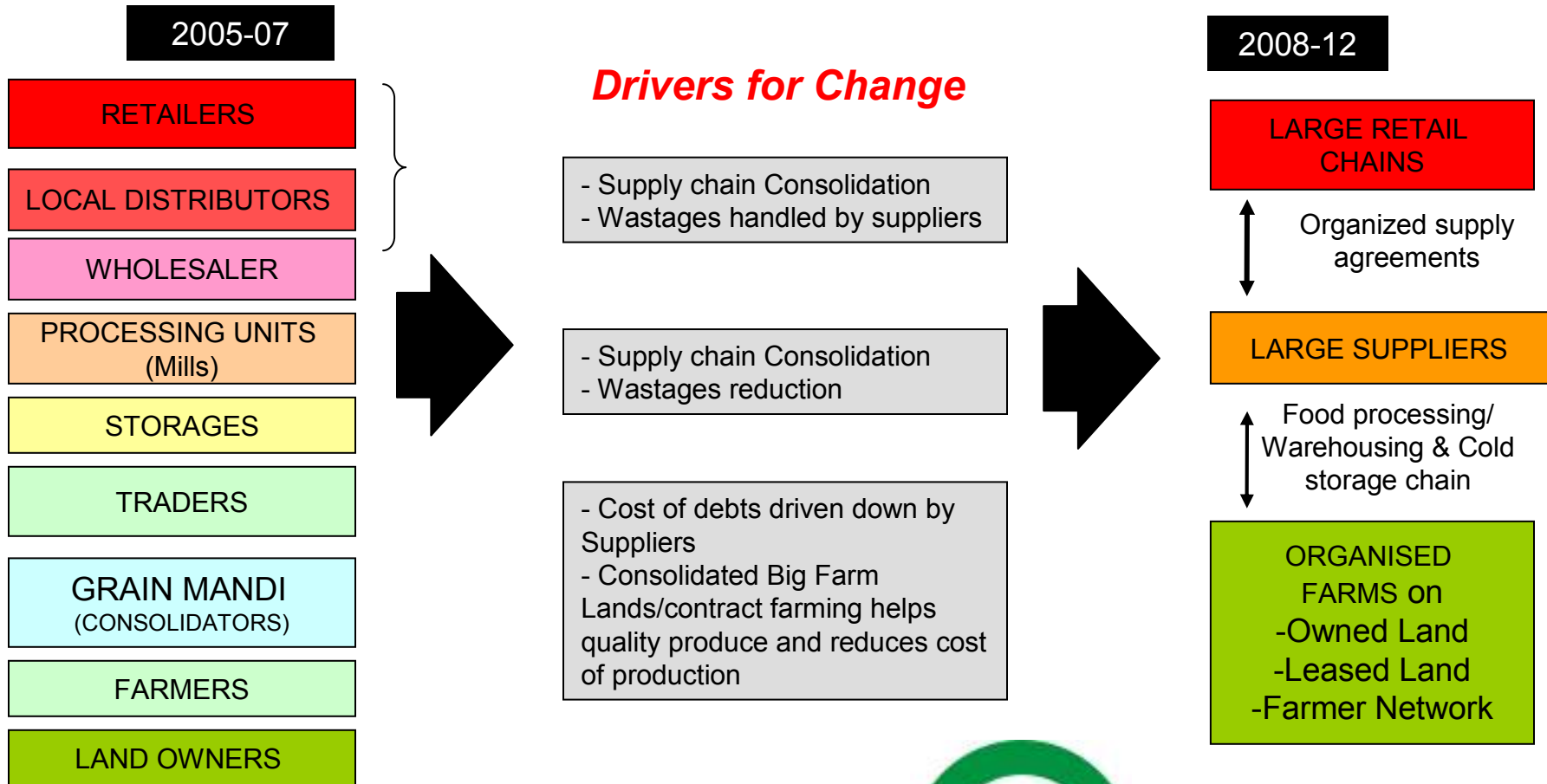
7iDigital is a new venture for affordable consumer-electronics, which has started in May 2008 but was kept low-key due to global economic crisis which impacted our sourcing supply chain. 7iDigital will also start offer software services to our customers. Its part of our retail strategy to offer a range of products and services to end-customers. For more info: <http://7iDigital.com>

Working across Retail & Food Supply Chain



As 7to9 Retail crosses 50+ stores, our supply chain will prove to be a key competitive strength. Only Reliance and Bharti-Walmart are building such vertical integration. We're the third.

Working across Retail & Food Supply Chain



7 to 9 Retail



Working across Online Business Chain



MyOrbit.tv Applications Across Business

Sales & Marketing

- Business Leads
- Brand Building
- New Product Launch
- Proposals (private videos)
- Business Events (coming soon)

Operations & Service Delivery

- Easy to put in Intranets
- Knowledge Sharing
- How To Videos
- Visual Status Reporting
- Video Conferencing (coming soon)

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50+ Websites/Blogs on Business & Professional Topics

MyOrbit
Online Business

Online E-Business Advisory Service

Online Sales of Digital Products & Services

Extensive Online Presence



Affordable Consumer Electronics/Computing

7iDigital

Ready To Save? 7iDigital has been working to launch best-value Electronics: Laptops, Mobile Phones, and Digital Cameras. We're starting with laptops.

Our Laptops will cover the full spectrum from "Lowest Cost" to "High Performance" models, starting from under \$250/£195/RS9995. Just imagine, you could have a new laptop with big savings when we go live.

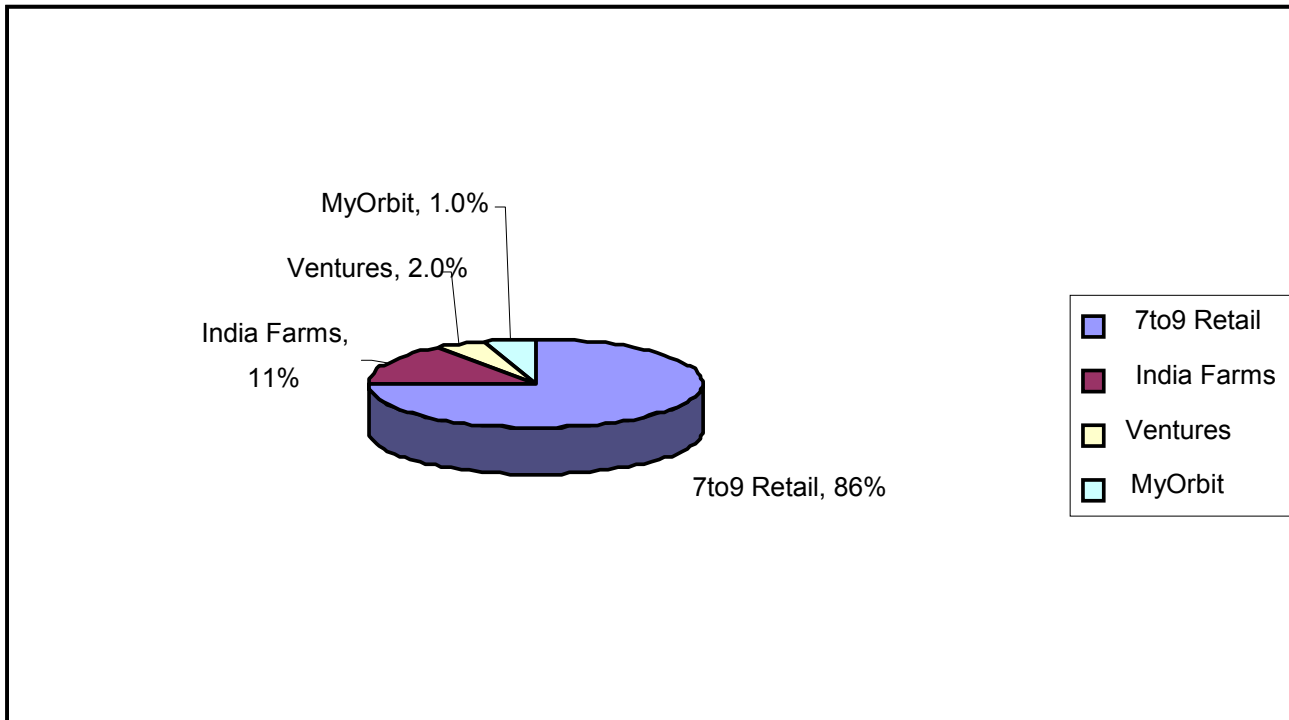
Be the First to know when we launch. Sign-up below to receive more details, updates, special offers, and the chance to win a Free Laptop!

Name:

Email:

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Investment Portfolio Break-up



Notes: The above break-up evolves on quarterly basis.

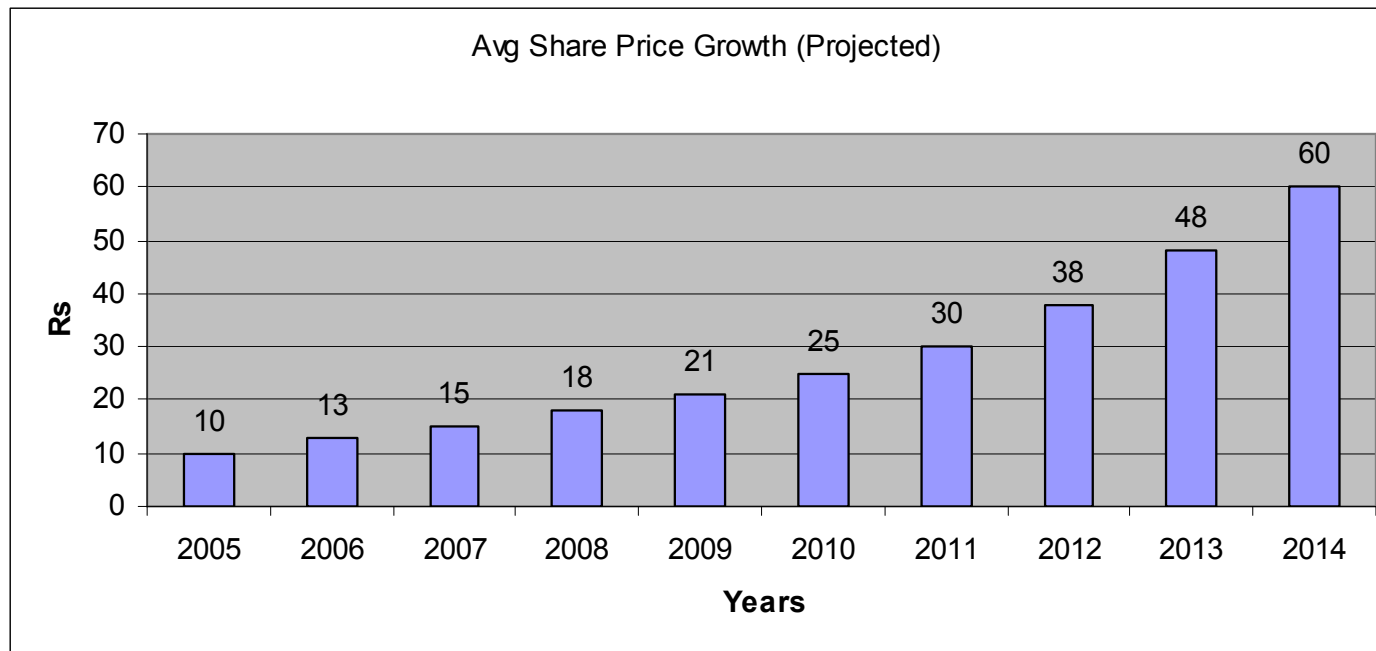
- 7Avenues will capitalize MarketStar with Rs 5 Lakh as promoter capital (this will appear above once we execute it)
- Point to note is that 99% of our investment is in Retail (includes Café, which is food retail) and Food Supply Chain.
- Overall, BIF and MyOrbit are in growth phase while being profitable, and 7to9 is approaching profitability.
- MyOrbit investment also gets global visibility to 7Avenues, helping us reach new investors/partners/employees, and also offers free website/ online services to all our ventures.
- Ventures include Café (now merged into 7to9 Retail), 7iDigital (only \$250 in capital investment), and start-up expenses for new ventures like MarketStar

Investment Charter



- 1. Investors:** We have a large global network of current and future investors from various industries. Today we are 150+ member-investors worldwide, with similar investment goals, with each member investing Rs50K to Rs 2million as equity. We will continue to add new members selectively to cross 1000+ investors by 2011, probably making us the largest private equity, in terms of investor base.
- 2. Objectives:** Our goal is to attract long-term investors who plan to stay with us, who like our ventures and share investment goals. At the same time, we want to be unattractive to those investors with short-term unrealistic expectations. Our core team continues to invest both capital and career into 7Avenues and all members get rewards in proportion to their contribution.
- 3. Timeframe:** The investment timeframe is 5 years, and mid-way exit is not planned given the nature of our ventures. However, each member is also a valued personal relation to us and we will consider an exit request in case of genuine personal emergency, where a member needs to liquidate assets. In such a case, 7Avenues can buy-back shares at the ongoing share price.
- 4. Investment Amount:** Each investor decides his/her investment goals. We suggest smaller investment in the start, up to Rs 500k only, which can be increased subsequently, and many investors have done like this. To maintain spread of equity among our members, we have a 5% cap on equity purchase possible through capital. Additional equity is possible by sweat equity through our Work-Groups.
- 5. Share Price:** We will continue to revise the share price every quarter to reflect the increased value of business, but we will maintain our "share issue price" at about one-third of the "fair market value" of the share, so that each share has in-built value in it. That's why we believe that our members are getting promoter-like value for their investment today. We will maintain this approach for the next few years.
- 6. Returns:** We plan to use "share buy-back" and "dividends" to offer returns to our investors. To realize returns from our ventures, we will consider all potential options, including: selling partial equity to FIs, IPO of ventures, etc. We will see what option gives best value to us in terms of returns and control. When we realize returns from our investments, our investors will collectively decide on how to use the proceeds.
- 7. Future Growth:** As a group, we have the ability and experience to build successful ventures. We are in this for the long-term, and we will go for big achievements. And we will remain open to new opportunities in new sectors wherever we have a critical mass of talent that commits to executing the business opportunity. In the coming years, 7Avenues will own a portfolio of both mature profitable businesses and new high-growth ventures.

Investment Growth & Returns



7Avenues is committed to delivering superior returns for our investors, in addition to offering unique opportunities where our investors can participate in business growth. We believe that Rs 1 Lakh invested in 2009 could grow to about Rs 10 Lakh by 2018, including share price growth and dividends. The share price is linked to the Net worth of the company and estimated Fair Market Value of our ventures. Point #5 and 6 of our Investment Charter cover Share pricing and Investor Returns. The FAQ page on our website also covers related questions.

Disclaimer: This presentation has some forward-looking statements based on expectations of 7Avenues growth. Like in any business, the actual timelines and results may differ from those implied by such statements because of changes in market conditions and inherent business uncertainties. Our investors acknowledge and agree with this aspect.

7 to 9 Retail

Our Vision & Goals



Our Vision



- 7to9 will be a Leading Retailer in India. Our vision is to offer a wide range of products and services – to meet every essential need of our customers.
- Today's FMCG and Grocery retail is just the starting step -- to connect with our customers and gain their trust. We will also offer healthcare, telecom, electronics, travel and financial services and products.
- Our strategy is to "own the customer" where we put 7to9 squarely between the companies and customers, and create/negotiate best deals for our customers.
- We will build the largest customer base in India through best customer service & relationships, and make 7to9 a 'must-use' go-to-market channel for any B2C company.



Companies



Customers

Range of Products & Services

FMCG, Foods,
Grocery



Fruits, Vegetables



Café, Food Retail



Healthcare &
Pharmacy



Electronics, Computing,
Telecom



Financial Products,
Insurance



Travel



Goals



To Be A Leading Retailer in India

- Offering widest range of products & services
- Operations across India through stores & online reach
- Strong Systems, Processes, Supply Chain for Scalable Growth
- Best Retail Business Team in India

With Largest Customer base

- 100,000 Customer base by end-2010
- Industry best customer relationships

And Best Financial Performance

- 100% Revenue Growth Every Year till 2013
- Industry best profitability

Audio Recordings:

http://7avenues.net/recordings/7to9_retail_intro1.MP3

http://7avenues.net/recordings/7to9_retail_intro2.MP3

http://7avenues.net/recordings/7to9_retail_intro3.MP3





Thank You



If you are looking to invest in fundamentally strong business ventures run by committed professionals, then 7Avenues presents an investment opportunity that matches your objectives.

If you have any questions, we will be happy to answer them over email and phone. You can reach us at: Connect@7Avenues.com

Thanks for your time and interest. We appreciate it.

Sincerely,

7Avenues Team

