

Company Profile



Understand. Act





24 Years of Experience as Financial & Investment Advisor

SouthAsia Research & Corporate Advisory Ltd (hereinafter referred as 'SRCA') is an Independent Research & Corporate Advisory company in Bangladesh providing differentiated, integrated, strategic & proven solution to its clients globally..



About

SouthAsia Research & Corporate Advisory Ltd

SouthAsia Research & Corporate Advisory Ltd (hereinafter referred as 'SRCA') is one of the leading financial and investment advisory company.

We, SRCA, are offering high quality independent advice and execution capacities in connection with business strategy and corporate advisory services including Private Equity and Foreign Fund Advisory, Project finance advisory including Feasibility Study & Business Plan writing, Refinancing Advisory from Bangladesh Bank, JICA, ADB and IDA, Bond and Commercial Papers Issuance Advisory, Strategic Management Consultancy, Mergers, Acquisitions and Disposals, Project/Business Valuation, Corporate Restructuring & Reformation Advisory, Financial Planning & Forecasting, Risk Management & Compliance, Accounting Services, Environmental Consultancy, Social Survey, Market Research and Survey and Human Resource Management Services.

We are a trusted provider of strategic advice to leading enterprises, investors and boards of directors across the globe. Our broad experience provides clients with unique perspectives and unparalleled access to constituencies that are utilized to achieve superior results.

Our corporate adviser's team consists of highly qualified professionals with acumen experience sprading wide a range of sectoral and industrial avenues to ensure of delivering the optimal results. Our network is well coordinated and spans the region and the globe. We deliver a personalized service and provide honest, independent and objective advice and opinions.

Our role is collaborative and our input is always focused on what is best for our clients' business.



WE START FROM THE INITIAL CONCEPT STAGE

Our professional team of corporate advisers works with entrepreneurial businesses at various stages of their lifecycle. From exploring the strategic options available to you as a business or shareholder through to advising and project managing the chosen solution, we provide a truly integrated corporate offering. We work with businesses from the **Initial Concept Stage**, assessing the feasibility of their **Business Plan** right the way through to developing and supporting the growth and exist strategy of a dynamic organization.

WE LISTEN

**"Everything begins with listening
to the clients. And listening hard"**

When we work with our clients, we begin by listening hard to what they have to say. Developing a detailed understanding of each client is the essential first step to creating or implementing an investment strategy to help achieve their goals.

Our vision is to stand out as the investment partner our clients trust. We recognize that this is a status that we need to earn and keep on earning. But we are sure that the first step is to listen well.



Mission & Vision



Vision

"To be the most trusted and distinctive professional services company recognized by our clientele choice & peoples for delivering excellence with proven solution".

Mission

"To serve our potential clients by delivering the highest quality & results oriented services that addresses their business issues. We attract, recruit, and retain the most knowledgeable and passionate professionals and we provide a collaborative culture that enables them to thrive professionally".

Guiding Principles



Integrity and Ethics | We do the right thing regardless of the consequences.

Pursuit of Excellence | We believe in delivering top tier services that are rooted in best practices and applied in pragmatic and flexible ways.

Accountability | We take responsibility for individual and collective actions.

Collaboration | We work together to achieve collective and individual goals.

Passion | Our energy and enthusiasm are contagious. We are inspired to make a lasting impact.

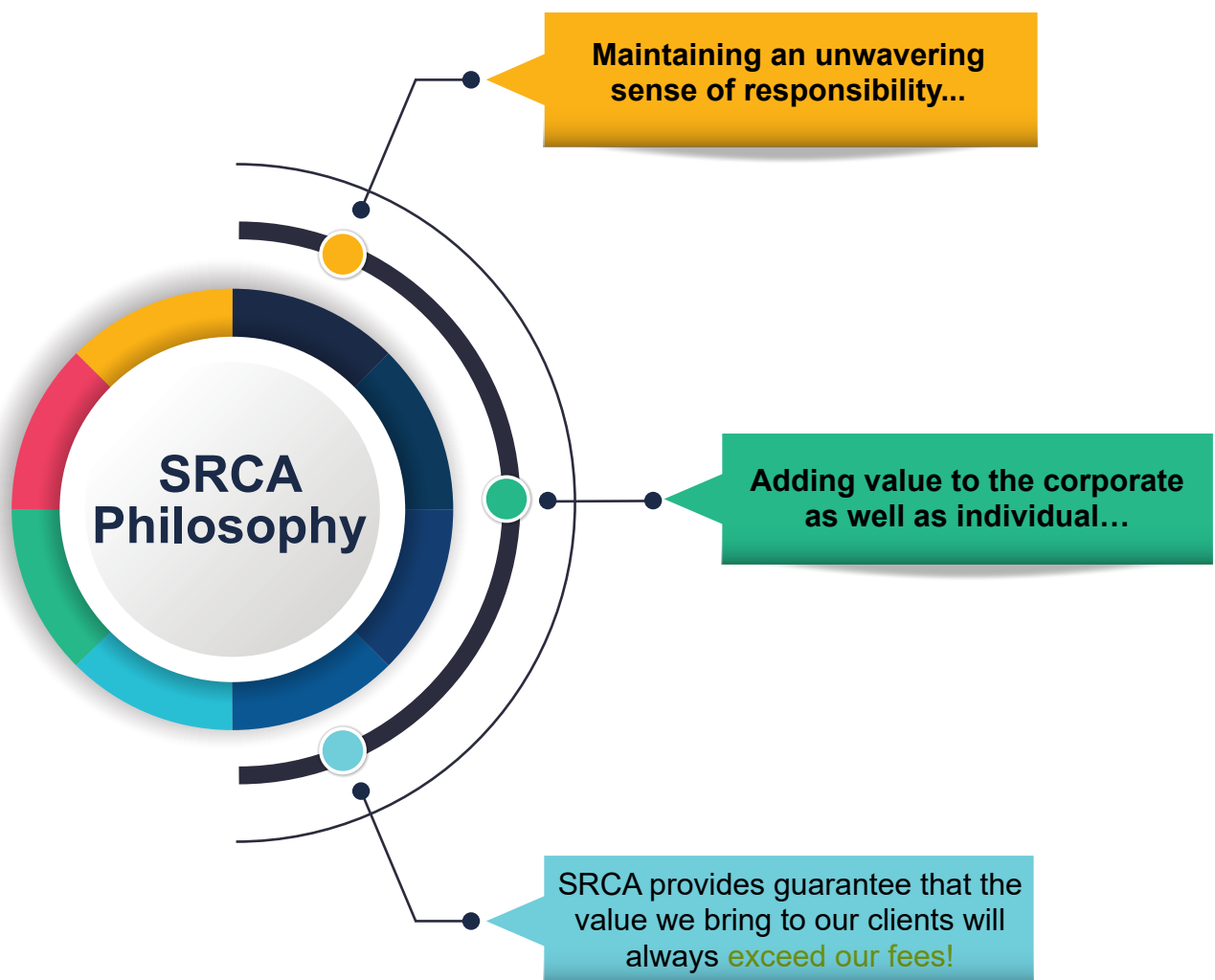
Strategic Partnerships | We develop relationships with companies who bring value to our clients and mirror our values.

Diversity | We believe that diverse perspectives identify the best solutions. We work to create teams that reflect diversity of cultures, knowledge and skills.

Organizational and Personal Learning | The success of our company and the workforce depends increasingly on having opportunities for personal learning and for practicing new skills.

Entrepreneurial | Our company culture fosters initiative and this is reflected in the service we provide to our clients.

Our Philosophy



**01
STEP**

WE LISTEN

We begin everything after listening to our clients. And we listen hard

**02
STEP**

UNDERSTAND

We thoroughly understand our clients' information and requirements .

**03
STEP**

BRAINSTORM

We deeply consider and analyse the all aspects of our clients' requirement.

**04
STEP**

ACT

Once we understand all the information & requirements, then we act.

**05
STEP**

SUCCESS

For our combine deep and considered thinking with decisive and timely action, we create smart solutions for the best results.

OUR APPROACH

Our Methodology



**SRCA BRINGS
SENIOR LEVEL
EXPERIENCE TO BEAR
AT ALL STAGES OF AN
ENGAGEMENT AND ITS
PROCESS ALLOWS
MANAGEMENT THE TIME AND
RESOURCES TO ACCOMPLISH
THEIR INITIATIVES WHILE WE
WORK AS A PARTNER IN ACHIEVING
THEIR BUSINESS GOALS.**

SRCA is able to deliver a service, which surpasses standard corporate advisory by focusing at the core on business strategy via its proprietary methodology.

SRCA builds a clear understanding of the client's vision and business goals, and is able to target the right investors and industry partners for its clients.

SRCA Advisory Process



SRCA SERVICES

SRCA Professional team of corporate adviser develop details financial model that evaluate the most cost-effective capital structure while maintaining the greatest possible financial and operating flexibility..

Along with our expertise and deep industry knowledge, **SRCA's** advisory experts spend material amount of the time advising on real world transactions, which gives us a unique ability to provide credible testimony...



SRCA SERVICES

Capital Raising & Refinancing Advisory

- Private Equity, Venture Capital , Angel Investment Advisory
- Project Feasibility Study and Business Plan Writing
- Pre-IPO Advisory
- Bond and Commerical Papers Issuance Advisory
- Refinancing Advisory from Bangladesh Bank, ADB, JICA , IDA and WB

Business Advisory

- Joint Venture Advisory
- Project/Business Valuation
- Fixed Asset & Inventory Valuation
- Mergers, Acquisitions & Disposals
- Financial Planning, Modeling & Analysis
- Management Consultancy
- Cost Minimization Advisory
- Market Research & Survey

Strategic Advisory

- Strategic Management Consultancy
- Human Resources Consultancy
- Market Research & Survey
- Corporate Restructuring & Refinancing Services
- Investment Advice & Risk Management
- Long-Term Planning for Shareholders' Value

Eco Advisory

- Environmental and Social Impact Assessment (ESIA)
- Environmental Impact Assessment (EIA)
- Initial Environmental Examination (IEE)
- Environmental Management Plan (EMP)



**SouthAsia Research
& Corporate Advisory Ltd**

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Think Green and Live Green...

SRCA is providing Environmental and Social Consultancy Services as per guidelines of World bank and Bangladesh Bank under EcoSave Banner.

SRCA is a pioneer company in Bangladesh which is working Environmental & Social issue since long and preparing different Environmental & Social Impact Report for different sectors under EcoSave brand. Ecosave has prepared more than 25 IEE, EIA & ESIA reports since the last 5 years period. Recently, SRCA has conducted some ESIA report which comply the Environmental & Social Guideline of World Bank and Bangladesh Bank.

EcoSave Advisory

- Environmental and Social Impact Assessment (ESIA)
- Environmental Impact Assessment (EIA)
- Initial Environmental Examination (IEE)
- Environmental Management Plan (EMP)



SRCA Success Score

We Provide Business Thinking



**Completed Business
Advisory Services**



Clients Satisfaction



Client Rating



**We Transform
Your Business**

SRCA EXPERT

SRCA IS AN INDEPENDENT RESEARCH & CORPORATE ADVISORY COMPANY IN BANGLADESH PROVIDING DIFFERENTIATED, INTERGRATED, STRATEGIC & PROVEN SOLUTION TO ITS POTENTIAL CLIENTS.....



Abdul Aziz Miah, FCMA
Chairman, SRCA

Md Abdul Aziz Miah is a Fellow Chartered Management Accountant (FCMA) and he was the past president of Institute of Cost and Management Accountants of Bangladesh in 2001 & 2010. Besides, he also holds a M. Com degree. He has completed so many professional trainings in home and abroad which included short course residential MBA from IBA - Dhaka University and many more courses on Corporate Management Programme, Market Economy, Strategic Financial Management, Leadership Programme on meeting the challenges ahead, managing for results strategic management, high finance etc. He was also awarded scholarship under British Technical Assistance Programme on 'Advance Financial Management Techniques for Developing Countries' in Strathclyde Business School, Strathclyde University, Glasgo, U.K.

He has vast work experience at top positions in highly reputed companies. He possesses 35 years of experience in the financial, commercial & operational areas in trade, commerce, business and industries. He worked as a director at Khulna Shipyard Ltd, Paksey Paper Mills Ltd, TSP Fertilizer, Ghorasal Urea Fertilizer Factory, Khulna Hardboard Mills Ltd, Usmania Glass Sheet Factory Ltd, Rural Power Company Ltd, Opex and Sinha Group of Companies etc. He has also served various public-sector firms such as BCIC, Textile Corporation, BRTC etc as a Senior General Manager.

Currently he is working as a Managing Director at Western Agro Products Ltd which is a highly reputed Rice Bran Oil Manufacturing Company in Bangladesh and as a Vice-Chairman at WASO Credit Rating Company (BD) Ltd.

He is extremely expert in presenting technical papers on different topics and have presented many papers in SAARC Countries arranged by SAFA Authority which is an apex body of SAARC.

He has attended and participated in a lot of conferences, seminars and workshops in various countries such as Australia, New Zealand, Malaysia, India, Sri Lanka, Pakistan, Nepal, USA etc.

SRCA EXPERT

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SRCA draws on the skills of a dedicated full time management team and an advisory board with deep-rooted experience in project management and corporate finance.



Debobrota K. Sarker
Managing Director & CEO

Mr. Debobrota K Sarker, the Managing Director & CEO and one of the founding director of SouthAsia Research & Corporate Advisory Ltd, is an eminent Investment banker of the country and possesses vast and extensive working experience in all arenas of the Investment banking over the last 17 years. Prior to assuming this SRCA, He served the **InvestAsia Capital & Asset Management Ltd** as Chief Executive Officer with responsibility of overall business operations catering to companies and individuals in the

Money Market and Capital Market for developing existing and new client relationships, new business initiatives, providing strategic direction and managing risk of the company. Immediate before joining Investasia Capital, Mr. Debobrota worked for **NBL Capital & Equity Management Ltd**, a subsidiary of National Bank Ltd as Chief Executive Officer with responsibility of expansion of Investment Banking operations of the bank. Under his leadership, NBL Capital & Equity Management Ltd made an outstanding capital gain around Tk. **364.63 Cr.** for the bank in FY-2010 from investment portfolio operations of capital market. Mr. Debobrota has diversified Investment banking experience, having worked at home and abroad and have also served in **Malaysia Airlines, EnergyPac, Credit Rating Agency of Bangladesh Ltd (CRAB), Telephone Systems International, New Jersey, USA, Opex and Sinha Textile Group, Dhaka Stock Exchange Ltd and Warfield Automotive, Inc., Maryland, USA** by holding senior positions. He has also proven to be an effective team player and can get things done by ensuring coherent and integrated management atmosphere and can pursue tough goals in any market scenario.

With a distinctive academic track record, he stood combined merit position in S.S.C and H.S.C in 18th and 3rd position respectively and completed his MBA from the Business Studies Faculty of University of Dhaka.

Social Network: facebook/debobrota | twitter/debobrota
linkedin/debobrota | skype: debobrota

Certified Advisor
for Online Accounting



SRCA Experience

Solar Power Plant, HFO Power Project, Oxygen Plant, Magnesium Oxide Board (MgO), Biodegradable & Ecological Leather Project, Knit Composite Project, Woven Garments Project, Yarn Dyeing Project, Sweater Manufacturing Project, Textiles Unit, Washing Plants, Ceramics Manufacturing Plants, Food & Beverage Project, Power Generation Plants, Jute Goods Manufacturing Plant, Label Printing Project, Air Bubble Insulation Plant, Shipping Lines Project, Dairy and Poultry Project, Pharmaceuticals Plants, Chemicals Plants, Hotel & Resorts Project, Hospital Project, Fisheries Project, Animal Feed Mill Projects, Tannery Project, Leather goods and Shoes Manufacturing Project, Paper Mill Project, Corrugated Packages Project, Dairy Farm Project, Milk Pasteurizing project, Socks Manufacturing Project, Gypsum Board Manufacturing Plants, Housing Construction Projects, Spinning Mills Projects, Weaving Plants, Denim Projects, Knit Composite Plants, LPG Projects, Plastic Manufacturing Plants, Sugar Refinery Plants, Stone Crushing Project, Mineral Water Bottling Plant, Injection Molding (Plastic Products) Project, UPVC Pipes Manufacturing Project, Biogas Plant, Bio-degradable Plastic Bags Manufacturing Unit, Children Shoes Manufacturing Project, Ice Cream & Juice Parlor Project, Cold Storage and Other Industrial Projects.

Contact us

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Mohammad A. Hafiz
Chief Advisor, SRCA

Mr. Mohammad A. Hafiz is a MBA holder from IBA, Dhaka University. He has been working in different industrial organisations at top positions since 1975. He is involved in the capital market since 1992 and is working actively in investment counseling, organising portfolio fund and secondary & primary market functions. He has vast experience in portfolio fund and investment management. He is also working as a Director of Stock & Bond Limited which is a sister concern of AAA and is a full-fledged member of Dhaka Stock Exchange Limited. He was also the President of Bangladesh Merchant Bankers Association during 2011-2013. He is enlisted in the general body Member of The Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), a Co-chairman of the Standing Committee on the Capital Market to advise the Govt. on the subject. He is a Lifetime member of many associations and clubs such as IBA Alumni Association, Banani Society of Banani Club Ltd etc.

He is a Rotarian and a Multiple Paul Harris Fellow involved in many social philanthropic activities. He worked as a Deputy Governor during 2014-2015 to RI DIST 3281 of Rotary International.





SRCA Adviser

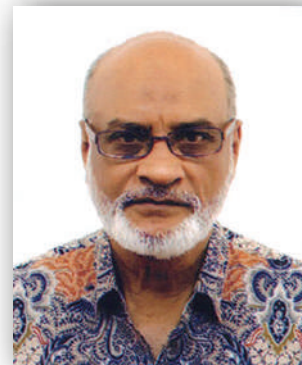
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Md. Rabiul Hussain
Former Managing Director
Sonali Bank, Bangladesh

Mr. Rabiul Islam, an illustrious banker is the former Managing Director of Sonali Bank. Prior to Sonali Bank, Mr. Hussain was the up-lifted Managing Director of Rupali Bank. Immediate before Rupali Bank, his own reform program could vibrantly save “Bangladesh Shilpa Bank(BSB)” from its pre-decided windup due to uncontrollable loss. However, before MD, BSB Mr. Hussain served Agrani Bank as Senior most GM with additional duty of MD for short time.

Mr. Hussain is a Diploma Associate of “The Institute of Bankers, Bangladesh(DAIBB)”. He is also associated with a few other social organizations of the country including BSTD.



Md. Salauddin Gazi
Former Deputy Managing Director
United Commercial Bank Ltd

Md. Salauddin Gazi was the former Deputy Managing Director (DMD) of United Commercial Bank Limited (UCBL). Besides, he has worked in different organizations such as Telecommunication Regulatory Commission, Pubali Bank Ltd etc. by holding senior positions. He started his career in 1968 as a probationary officer at Eastern Mercantile/Pubali Bank Ltd. He has vast knowledge of the banking sector as he had attended so many workshops and trainings in home and abroad.

He participated in various trainings at Shanghai, Dubai, New York and Dhaka. He is also experienced in consultancy of event management and has arranged Trade Fair at UK, UAE & Oman. He has visited a number of countries including USA, Canada, UK, UAE, Oman, KSA, China, Singapore, Malaysia, Thailand, India and many more.

He is also a lifetime member of the Bangladesh Lions Foundation, Bangladesh Red Crescent Society, Zamait-ul-Falah Foundation, Chittagong and also a member of The Comilla Club.



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Md. Mostain Billah, FCA,
Partner Mak & Co.

Mr. Mostain Billah earned his Fellow Chartered Accountant membership from Institute of Chartered Accountants of Bangladesh. Mr. Mostain also obtained both his BBA & MBA degree in Accounting & Information Systems from the University of Dhaka. He has diversified working and business experience in Bank and Financial institution, Textile, Garment, Jute, audit and consultancy firm etc in Bangladesh.



Mohammad Asraful Hassan FCA

Mohammad Asraful Hassan earned his Fellow Chartered Accountant (FCA) membership from Institute of Chartered Accountants of Bangladesh in 2011. Mr. Asraful also completed his BBA & MBA degree major in Accounting from the University of Dhaka. He has a vast experience in Leather, Tannery, Textile, Garments, Jute, Recirculating Aquaculture System (RAS), Audit and Consultancy Firms etc in Bangladesh.

Mr Asraful has experience in accounting record preparation & maintenance, financial control & management, Compliance of IFRS, tax, VAT, companies act, company rules & regulations etc. He also has expertise in Tax Consultancy, Special Audit, financial audit etc. Mr Asraful has worked at top positions with some of the largest companies in Bangladesh.

We care passionately about what we do, and seek constantly to improve on our already high standards.



Commitment

Our capability is transformed by the drive and passion of our people. This is integral to our success and our delivery of outperformance.

Everyone in our company, whatever their responsibility, knows that their personal success depends on one key principle: that we all strive to contribute to successful outcomes for our clients.

A solution

To address the challenges our clients face, SRCA can draw on proven investment expertise and resources.

We advise, construct and implement the solutions best suited to a spectrum of investment issues.



Contact Us



WHAT HAPPENS IF YOU CHOOSE SRCA

Once you've decided that you'd like to work with us, please visit/call

Website	: www.srcabd.com
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THE VALUE OF A BUSINESS CANNOT BE ESTIMATED FROM FINANCIAL RECORDS ALONE.

**WE CONSIDER ALL ASPECTS OF A BUSINESS TO
DETERMINE ITS VALUE INCLUDING BRAND NAMES,
TRADEMARKS, EXCLUSIVE, CONTRACTS, DISTRIBUTION
CHANNELS AND OTHER INTANGIBLE ASSETS.....**

www.srcabd.com