



**CORPORATE PROFILE**

# KKGA Par Excellence Private Limited

A New Era Of Financial Consultancy



## Message From Our Director

Welcome to a New Era of Consultancy!!

At KKGA our purpose is to make an impact that matters. This, together with our shared values, gives us the foundation for who we are and what we do at KKGA. With these values and purpose at our core, we believe that everything else will follow and the society will reach its true potential, with us leading the way.

Our growth in the past 38 years convinces us that we are on the right path. Resilient leadership – and the capability to help our clients to build resilient businesses – is our core DNA.

- Krishan K. Gupta  
FCA & RP

## Our Mission

“ We are committed to helping our clients make distinctive and substantial improvements in their performance, identify the breakthrough opportunities for growth, create a competitive edge and maximize their revenue, profitability and shareholder value.”

## Our Values

“ We value working with the client as partners to take the crucial next step in assisting the client implement our recommendations. This implementation phase is one of the key factors that sets KKGA apart from other consulting firms. Furthermore, KKGA knows how to bridge language and cultural barriers. Therefore, we are well positioned to deliver real value to our clients nationwide and to exceed their expectations.”

## Who We Are

KKGA Par Excellence Pvt. Ltd. (KKGA) is a specialised consultancy Company, headquartered in New Delhi, India, focused on providing a range of financial consultancy services to small and medium sized companies nationwide. KKGA is the brainchild of Mr. Krishan K. Gupta, FCA, who over the last 38 years has shared his skills with his clients to help them grow.

KKGA is a constantly growing and evolving team of experts in every field who become partners in your progress and help you rediscover your business's true potential. We are there with you at every step of the way of your organization's journey, from its inception and early development, to the latest stages of its lifecycle. We are unique in many ways, from our highly educated and experienced staff, to our out of the box approach to problem solving.

We offer a wide range of consulting services and solutions to organizations in various industries. Our core competence lies in our ability to help small and medium sized businesses maximize revenue, generate growth and develop a sustainable competitive edge through our customized solutions.

We are committed to our clients in every way and therefore have a broad service offering to meet their needs. We are dedicated to delivering actionable results in a tight knit bond with our clients thereby having a positive impact on the profits. We do not just try to achieve better performance, but strive to achieve ultimate performance, as benchmarked by the demands of the specific industry. With KKGA as your partner, you are bound for success.



## Project Finance

Our strategic advice on financial issues is particularly important to clients considering sizeable transactions. Our corporate finance assignments cover many different categories, including but not limited to some of the following:

- Financial Planning
- Project Finance
- Capital Fund Raising
- Debt & Equity Issues
- Corporate Governance

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## Debt Syndication

Our Loan Syndication Division aims to provide workable financing solutions to satisfy the capital and growth financing requirements of our clients. KKGA acts as an Advisor to such businesses and helps raise the required funds through various debt instruments of Banks and NBFC's. We arrange all kinds of loans including Term Loans, Working Capital Limits, OD Facility, Trade Finance, LC and Bank Guarantees etc. for SME's, our corporate clients.



## Debt & Investment - Retail

We are setting up a new Retail Distribution Division as DSA/ Partner of leading Banks and Insurance Companies in India for retail Personal Loans, Home Loans, LAP, Auto Loans, Credit Cards etc., Health, Life and General Insurance products. This Division will also cater to the retail investment needs of our clients including Mutual Funds, Fixed Deposits, CD's, Bonds etc.

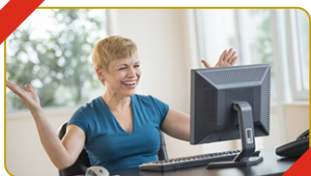
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## Debt Restructuring

Our Director, Mr. K.K. Gupta, FCA is a certified Resolution Professional and holds a strong bond with Public & Private Sector Banks, Financial Institutions & NBFCs. Backed by his 38 years of experience KKGA help companies in the One Time Settlement and Debt Re-structuring with Banks and NBFC's in India. We build a strong relationship with our clients by providing them timely and customized solutions to fulfil their goals.

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## Fund Raise

The Fund Raise Division at KKGA helps Startups raise equity and debt or a mix of both for viable business ideas through a network of Seed Funds, Angel Investors and Venture Capitalist.

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## Business Strategy

Business Strategy is the most important factor in long-term sustainable growth. With the right strategy, tremendous success can be attained. We help clients with specific strategy - related needs as mentioned below:

- Corporate Strategic Business Planning
- Business Processes Development
- Strategic Alliance & Channel Partnership
- New Project Strategic Merit Review
- Creating Or Enlarging the Market



## Operations Management

KKGA is committed to helping its clients achieve world class operations. We exploit operational strategies and partner with our clients in making long - term improvements in their performance. At KKGA you will be able to find assistance with a wide range of operational issues such as:

- Business Process Development
- Enterprise Resource Planning
- CRM, DMS & IT Solutions

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## Organization

In order to increase shareholder value, our practice provides the necessary intellectual capital required to bridge the gap between concept and execution. Tasks commonly performed by us in this area are:

- Optimization Of Human Resources
- Organizational Structure
- Management Systems
- Investor & Client Relations Management
- Administration
- Corporate Transformation

## Tarun Kumar Chief Consultant

An experienced operations professional with a demonstrated history of working in the financial services industry. Skilled in Compliance, Operations Management, Customer Service, Strategic Planning, Team Building, and Management. He has more than 30 years of experience of advising SME's and Startups on Fund Raise and Compliance matters.

## M. H. Usmani Advocate

B.A. L.L.B (Hons.), L.L.M. (Corporate Law) has a total experience of 15 years & is an ethically strong professional with extensive exposure to Corporate, Civil & Criminal cases, specifically in areas such as IPR Law, Arbitration, Civil & Criminal Writs, Service Law, Constitutional Law, Banking & Insurance Law and Labour Laws.

## Kanika Chauhan Advocate

B.A. L.L.B (Hons.), L.L.M. (Corporate Law) has 11 years of experience with extensive exposure to Corporate, Civil & Criminal side specifically in areas such as Matrimonial, Rent Laws, Service Law, Constitutional Law before the Supreme Court of India, High Courts, State & District Consumer Forum & Debt Recovery Tribunal.

## Bani Kaur Sr. Manager (Operations)

She has more than 15 years of experience and has a demonstrated history of handling all Accounting and Taxation matters including filings for Income Tax, GST & MCA.

She also handles the administrative functions and the day to day operational matters at KKGA.

## Sapna Bhardwaj Retail Loans

MBA (Marketing) & B.Com Hons. from Delhi University she has extensive experience in marketing of innovative financial products. She manages and markets the Retail Loan products of various Banks and NBFC's such as Personal Loans, Credit cards, Home Loans, LAP, Car & Vehicle Loans and Gold Loans.

# Contact Us



As company outsiders, we are often able to see what the insiders can not, thus enabling us to develop the best possible long-term strategic plan for the client, which is then often changed upon accomplishment of newfound knowledge and information.

To help your business reach its true potential Contact Us Today!



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