



**SJFMC CAPITAL LTD.**

*Crafting success for your financial goals*



022-22837360  
022-22837361



[sjfinancial@gmail.com](mailto:sjfinancial@gmail.com)



<https://sjfinancial.co.in>

# Content

01

About us

02

Promoter & Management  
Profile

03

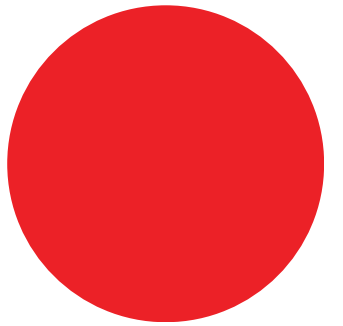
Vision and Mission

04

Professional Services

05

DFID model



# About us

---

**SJFMC Capital Ltd. (formerly S.J. Financial & Management Consultants Ltd), established in 1993 a RBI registered NBFC, stands as a beacon of financial expertise and innovation. With a rich legacy spanning decades, we have continuously evolved to meet the dynamic needs of our clients in today's fast-paced financial landscape.**

**Committed to excellence and integrity, we pride ourselves on our unwavering dedication to delivering value and driving success for our clients.**



# Meet Our Experts

Driving Success through Expertise and Experience



**Ramesh Vekaria**

Founder/ CEO  
CA,CS and I.P

He has an experience of more than 3 decades in Project Advisory & Corporate Finance, Private Equity, Structured Funding, and Real estate Structuring & Financing



**Jyoti Vekaria**

Director  
CA

She is a fellow member of Institute of Chartered Accountants having an experience of over 25 years in the field of Investments and in providing investment management solutions



# Meet Our Experts

Driving Success through Expertise and Experience



**Mr. Ajit J. Vekaria**

Director  
Equity broking

He plays an important role in execution of trade finance, administers Equity trading desk of the organization. He has 30+ years of experience in Equity investments and managed Equity portfolios of HNI clients.



**Vijay Vekaria**

Sr. Vice President  
CA, CFA and LLB

He has an experience of more than 15 Years across Investment Banking, Corporate Finance, Structured Financing, International Trade Finance and Real estate Structuring & Financing



# Our Advisory Board



**Mr. Shailesh Haribhakti**

(CA. CWA)

He is a Chartered and Cost Accountant, and a Certified Internal Auditor, Financial Planner & Fraud Examiner. Along with strong academic background, he also serves on the board of J M Financial Asset Reconstruction Co. Pvt.. Ltd. ACC Ltd., Ambuja Cements Ltd, Mahindra Lifespace Developers Ltd, Blue Star Ltd, NSDL e- Governance Infrastructure Ltd, Future Lifestyle Fashions Ltd, L&T Finance Holdings Ltd, Torrent Pharmaceuticals Ltd. He is Founder and Chief Mentor of Baker Tilly DHC Private Ltd. He is Member of Local Advisory board of Doha Bank. He was president of Indian Merchant Chambers, Rotary Club of Bombay, Bombay Management Association and Institute of Internal Auditors & Chairman of The ICAI, Western Region and Financial Planning Standards Board.



**Mr. PH Ravi Kumar**

He has 41 years of Financial Sector Professional experience with exposure at Top/Senior Management Levels, 33 years of Banking experience at Bank of India (22 years) and ICICI Bank (the largest private sector bank in India) for 10 years, 5 years with NCDEX (Commodity Exchange) and with Invent Assets Securitization and Reconstruction Pvt.. Ltd.(Invent ARC)(under RBI regulatory Regime) for (nearly) 4 years. Along with strong academic background, he also represents the board of Bharat Forge Ltd., Eveready Industries India Ltd., Fedbank Financial Services Ltd, SKS Micro Finance Pvt.. Ltd., BOB Capital Markets Ltd., Birla Capital Advisors Limited (Aditya Birla PE), FVP Kairos, Hong Kong, Sastha Bio Fuels Pvt.. Ltd. SICOM Investments & finance Ltd.(SIFL)



**Mr. Brijendra Mishra**

(CA & IP)

He is a Registered Insolvency Professional with Insolvency Bankruptcy Board of India. And a Chartered Accountant in practice with M/s Jain Ashwani & Co. have 35 years of Industry experience worked with various Government and Semi Government organizations. He started his career as a head of Accounts Department in a Manufacturing Unit in U.P. promoted by British India Corporation Ltd., (A Government of India Undertaking). Worked in different middle / senior level positions in State owned Spinning Mills, reputed Sugar Mills and Engineering Companies.



# Our Advisory Board



## Mrs. Usha Moraes

IIM Ahmedabad, Corporate and Investment banking Fin tech Specialist.

She holds a Bachelor's degree in Commerce, and a Post Graduate Diploma in Business Management from the Indian Institute of Management, Ahmedabad. She is a career banker for over 30 plus years. She was associated with Gartner Inc., a US based consulting firm in their banking and financial services vertical in strategic consulting. She has been advising Govt. of India and Maharashtra in their e-initiatives in the Women and Child Development Ministry, Social justice and special Assistance Department a few leading Investment Banks and NBFCs; in capital markets and debt restructuring working along with leading international development agencies like the World Bank and Unicef.



## Mr. RaviPati S Rao

Sudhakara Rao Ravipati, has completed B.Com. And Chartered Accountancy course and passed out in 1980. He has acquired extensive knowledge in all Functions of Oil Company including Exploration, Product Sharing Contracts, Crude Transportation, Refining, Supply Chain Management, Marketing, Sales Force Management, Marketing Discipline, Marketing Strategy Planning, Brand Building, Team Building, Enterprise Resource Planning, Logistics, Contracts, Financial Management Product Pricing, APM, and Commercial Aspects of Business Management in Oil Industry. Also have in-depth knowledge of crude oil selection, procurement, back-casting, supply management etc. International crude and products dynamics. Bio diesel marketing, legal issues, regulations, production etc.



## Mr. Prasad Duvvuri

He is Bachelor of Mathematics and Computer Sciences (Mumbai), Post Graduate in Computer Applications (Mumbai) & Post Graduate Certification in Capital Markets Management (Jamnalal Bajaj Institute of Mgt Studies Mumbai). He has over 25 years of progressive experience in Business Development, Marketing & Executive Management Services and has significant global operations exposure for FORTUNE 100 companies. He has hands-on experience with Oil & Gas, Metals, Shipping & Logistics, Business Process & Technology Management Industry segments. He has lived & worked abroad extensively having spent over 20 years in USA, Germany, UK, India and Singapore on international expat assignments.



# Our Advisory Board



## Shammi Dua

Advisor, Sector Head

Shammi Dua is a dynamic and future-ready leader with over 22 years of international experience in a range of diverse industries including FMCG, retail, consumer electronics, and automobiles. His extensive background includes working with global giants such as Samsung, Procter & Gamble, Unilever, Mondelez International, Reliance Retail, KSA Technopak and Mahindra & Mahindra. He has developed and executed smart operational strategies that drive sustainable growth. With a proven track record of delivering exceptional results through innovative strategies, Shammi Dua has consistently established best-in-class performance across multi-site and multi-format retail environments. His leadership and mentorship have been instrumental in preparing organizations to thrive in an ever-evolving market landscape, making him an invaluable addition to the advisory board of SJFMC Capital Ltd.



## Amit Mehta

Advisor, Power Sector & Asset Management

With over 24 years of leadership experience in Power Sector, Amit Mehta brings a wealth of expertise to the advisory board. He has successfully developed and managed power projects totaling approximately 3000 MW across India, the GCC, CIS, and Indonesia. Notably, he has created a 260 MW development platform for First Solar in India, which was later sold to a PE fund. His operational expertise spans project development, risk assessment, and technical and commercial due diligence for projects and technologies. Additionally, he excels in contract negotiations and has been instrumental in engaging with governments, regulators, and project stakeholders on both project-specific and industry-wide policy issues in India and globally. His deep knowledge and strategic insight make him a valuable asset to SJFMC Capital Ltd.'s advisory board.

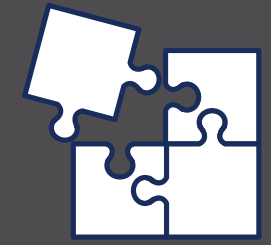


# Company Vision And Mission



## Our Vision

**To be the premier provider of innovative financial solutions, empowering businesses and individuals to achieve their financial aspirations/ objectives**



## Our Mission

**To deliver exceptional value to our clients through expert financial advisory services tailored to their unique needs**



# DFID Model

We always give the best for our clients

**D**

## Due Diligence

It involves assessing main relevant aspects of the transaction to ensure that the parties involved have a full understanding of the risks, opportunities, and obligations before proceeding

**F**

## Financial Analysis

Evaluating the financial health and performance of a business or investment opportunity by examining its financial statements, ratios, trends, and other relevant data

**I**

## Implementation

process of putting financial strategies, products, or solutions into action to meet the needs of individuals, businesses, or institutions.

**D**

## Deliver

Thorough examination and evaluation of the investment or business opportunity have been completed, and the decision-makers are ready to proceed with the project





# **Our Offered Services**

- **Investment Banking Services - IBS**
- **Wealth Products Distribution Services - WDS**
- **Trade Advisory Services - TAS**
- **Stress Asset Advisory Services - SAAS**



# Investment Banking Services

Investment Banking is essential for businesses seeking to raise capital, execute acquisitions, and navigate complex financial transactions. At SJFMC Capital Ltd, we provide full-spectrum Investment Banking services, expertly guiding companies through capital markets, deal structuring, and strategic financial planning to achieve their growth and financial goals.

## OUR INVESTMENT BANKING SERVICES INCLUDE:

### Debt Syndication

Facilitating debt for MSME's and Corporates to efficiently fulfill their funding needs through banks and other financial institutions.

### Structured Finance

Crafting customized financial solutions that address complex funding needs, leveraging innovative instruments to optimize capital structure and manage risk.

### Pre IPO Funding

Securing growth capital before a public listing, helping companies grow and stabilize their financial position ahead of an IPO.

### Joint Ventures & Acquisitions

Strategically partnering with or acquiring businesses to drive growth, expand market reach, and achieve synergies through collaboration and investment solutions.

At SJFMC Capital Ltd, our Investment Banking Services are delivered by a team of seasoned financial professionals with deep industry knowledge and a proven track record of success.



# Wealth Distribution Services

**The Wealth division, founded in 1992, operates as an AMFI Registered Mutual Fund Distributor. Over the years, we've garnered recognition from esteemed financial institutions for our role in distribution and often spearheading investment products. Appreciation letters and accolades received by us serve as testament to our commitment to excellence in the distribution of wealth products.**

## **WEALTH PRODUCTS:**

- Mutual funds – International/ domestic
- National Pension Scheme
- Portfolio Management Services (PMS)/  
Alternate Investment funds (AIF) schemes
- Corporate Fixed Deposits
- Bonds– GOV/ RBI/ PSU's/ Tax free/ Corporate
- Sovereign Gold Bonds
- Non – Convertible Debentures
- Initial Public Offerings
- Market Linked Debentures
- Unlisted Shares
- P2P Lending

**SJFMC specializes in assisting NRIs with investment planning and divestment in India, offering taxation advisory, transaction advisory. Our expert teams handle various scenarios such as inheritance, property transactions, business activities, and investments, providing tailored tax advice and facilitating fund repatriation. With extensive expertise and personalized service, we've earned a global clientele's trust and satisfaction.**



# Trade Advisory Services

**As a leading player in the financial landscape, we focus in facilitating and optimizing international and Domestic trade transactions, providing a range of tailored services to meet the unique needs and challenges faced by businesses in today's global market.**

## OUR TRADE FINANCE SERVICES

- Establishing credit limits for international trade, structuring transactions with Indian private sector, public sector, and foreign banks.
- Setting up of structured credit limits, including Export Credit Agency (ECA) and External Commercial Borrowing (ECB) arrangements, specifically designed for the import of capital goods.
- Enabling factoring limits tailored for Exim (export-import) trade to enhance financial flexibility and optimize cash flow management.
- Facilitating seamless processes for import and export activities, as well as Letter of Credit (LC) bill discounting, with a focus on providing competitive and favourable terms.

**Unlocking the full potential of global and domestic trade requires overcoming challenges, and at SJFMC Capital Ltd, we specialize in providing solutions to ensure your success.**

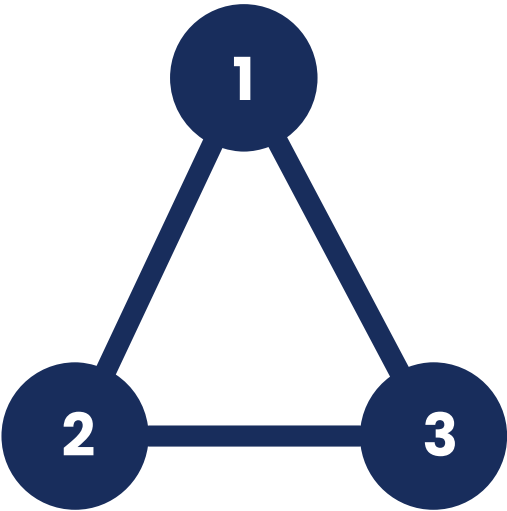


# Stress Asset Advisory Services

As a prominent figure in the financial arena, we excel in guiding businesses through the intricacies of stress asset management and advisory services. Our tailored solutions are crafted to address the specific challenges and needs inherent in distressed or non-performing assets.

## OUR RESOLUTION SERVICES FOR STAKEHOLDERS – OWNERS(1), INVESTORS(2) AND LENDERS(3):

Restructuring and Turnaround Advisory services to reviving corporates



Stressed Asset acquisition and Resolution advisory services to acquirers under IBC 2016

Process advisory services under IBC 2016 to Institutional lenders

With our expertise in restructuring, valuation, and strategic negotiation, we empower clients to navigate complex financial scenarios with confidence, optimizing recovery and maximizing value.

# EQUITY ADVISORY



Empowering businesses with growth capital

## Medical Equipments



Fund raised - 45 crores  
Year - 2024

## Food Colours



Fund raised 5 crores (in  
process)  
Year - 2024

## Advance Materials



Fund raised - 4.5 crores  
Year - 2023



# DEBT ADVISORY

Building opportunities with innovative debt solutions.

## Industrial textile

working Capital – 30 crores  
Foreign Bank  
Year – 2024

## Shipping

Term loan – 45 crores  
Private Sector Bank  
Year – 2023

## Steel

Working Capital – 15 crores  
Public Sector Bank  
Year – 2023

### Luggage bags

working Capital – 6.1 crore  
Cooperative Bank  
Year – 2023

### Gems and Jewellery

Term loan – 13.8 crores  
Private Sector Banks  
Year – 2022

### Gems and Jewellery

working Capital – 25 crores  
Cooperative Bank  
Year – 2022

### Real Estate

Lease Rental Discounting –  
45 crores (in process)  
Public Sector Bank  
Year – 2022

### Advanced material

Working Capital – 10 crores  
Cooperative Bank  
Year – 2022



# ACQUISITION ADVISORY

Driving Success Through Strategic Acquisitions

## Steel Pipping and Tubing

25 crores  
Year - 2023

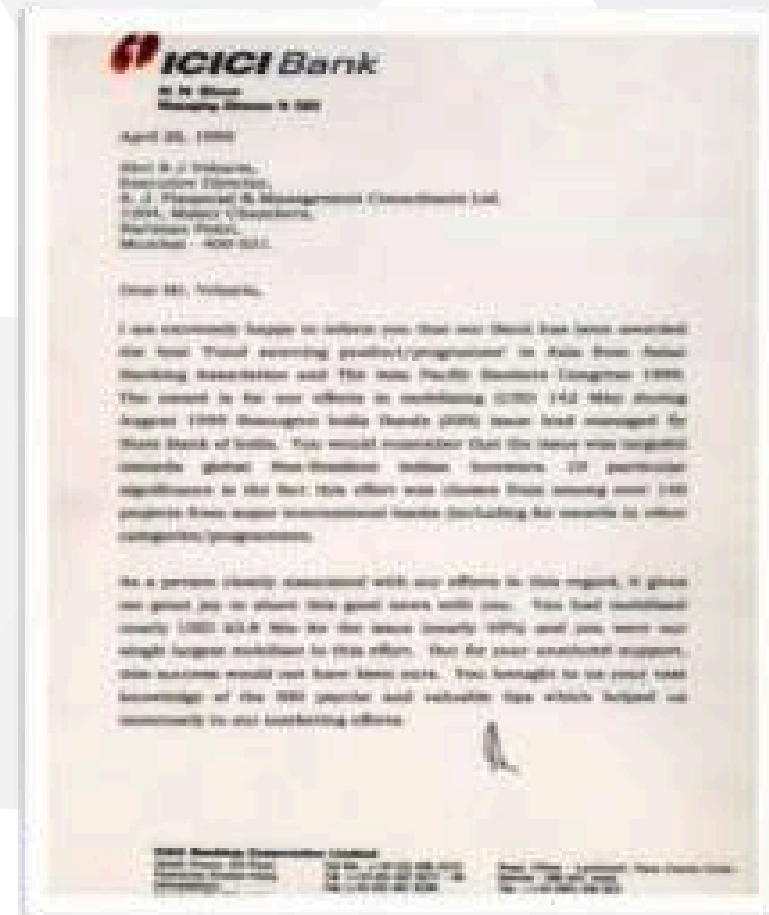
## Speciality Chemicals

21.8 crores  
Year - 2024

## Mini Hydro Power

35 crores  
Year - 2024

# Awards and Accolades





# Thank You

## Connect us at:



022-22837360  
022-22837361



[sjfinancial@gmail.com](mailto:sjfinancial@gmail.com)



<https://sjfinancial.co.in>