



Deal Announcement

Priniti Foods Pvt Ltd raises funds from India SME Investment Fund

This Investment will be used to accelerate Priniti Foods Capacity Expansion and Growth Plans

India SME Investment has acquired minority stake in Haryana based Branded Packaged Snacks Manufacturer Priniti Foods Pvt Ltd.

Incorporated in 2009 and promoted by Mr Rajesh Garg, Priniti Foods manufactures and Sales wide range of products like Indian Traditional Namkeen like Bikaneri Bhujia, Aloo bhujia, mixtures, moong dal, etc., Western snacks like Potato chips, extruded items like Fried Pellets, Rice based finger snacks, rings, puffs along with popcorn, sweets, etc. at its plant in Sonapat, Haryana. Company sales its products under brand "Priniti" and has wide distribution network across 13 states with over 450 distributors.

Intensive Fiscal Services Pvt Ltd is a Mumbai based Investment Bank acted as sole Syndicator & Advisor to the deal.

This also marks Intensive's 18th Successful transactions in Indian Food Industry

About Intensive Fiscal Services Private Ltd:

www.intensivefiscal.com

We are Investment Bank having successfully concluded over 1 Billion Dollar deals through Private Equity, IPO, Pre-IPO, M&A, Debt Syndication, Takeover & Open Offer, etc. advising over 300 clients spread across over 60 cities in India. Company is also into corporate advisory business of Corporate Structuring including Amalgamation, Merger, Takeover, Spin-off, Demerger, Joint Venture, etc. Intensive has been awarded as among top 10 Most Promising M&A Consultants by Consultant Review Magazine.

Our Select Few Food Sector Deals – Key Highlight

An Investment Bank with Full Advisory Capability & Strong Network to service its clients with its Investment Banking Expertise

<p>BIKAJI FOODS INTERNATIONAL LTD.</p>  <p>LIGHTHOUSE</p> <p>EQUITY INR 900 MN SOLE ADVISOR & SYNDICATOR</p>	<p>KISHLAY FOODS PRIVATE LTD</p>  <p>Intensive NORWEST Investment Banking</p> <p>EQUITY INR 1000MN SOLE ADVISOR & SYNDICATOR</p>	<p>BIKAJI FOODS INTERNATIONAL LTD.</p>  <p>IIFL</p> <p>EQUITY INR 2510MN SOLE ADVISOR & SYNDICATOR</p>	<p>BIKAJI FOODS INTERNATIONAL LTD.</p>  <p>AXIS ALTERNATIVE INVESTMENT FUND</p> <p>EQUITY INR 400M SOLE ADVISOR & SYNDICATOR</p>	<p>BIKAJI FOODS INTERNATIONAL LTD.</p>  <p>Aventus[^] FUTURE LEADERS FUND</p> <p>EQUITY INR 1000M SOLE ADVISOR & SYNDICATOR</p>	<p>HALDIRAM NAGPUR/ DELHI ACQUIRED AAKASH NAMKEEN</p>   <p>STRATEGIC ACQUISITION SOLE ADVISOR</p>	<p>PRATAAP SNACKS ACQUIRES AVADH NAMKEEN</p>   <p>EQUITY INR ~1500MN SOLE ADVISOR</p>	<p>HALDIRAM NAGPUR/ DELHI ACQUIRED ATOP FOODS</p>   <p>STRATEGIC ACQUISITION SOLE ADVISOR</p>	<p>HALDIRAM DELHI ACQUIRED BABAJI NAMKEEN</p>   <p>STRATEGIC ACQUISITION ADVISOR</p>	<p>MILKFOOD DAIRY ACQUIRES SHRIJI DAIRY</p>   <p>STRATEGIC ACQUISITION SOLE ADVISOR</p>	<p>GOKUL REFOIL & SOLVENTS LTD</p>  <p>IPO & Pre-IPO of INR~1550MN Oversubscribed ~4.6X BRLM</p>
PRIVATE EQUITY		INVESTOR EXITS			STRATEGIC ACQUISITION – M&A				IPO	

Mr. DK Surana, CMD at Intensive is a Seasoned Investor focused at investing in Growth-oriented companies driven by First Generation Entrepreneurs in India. Fast growing reputed Companies like **Bikaji, Kishlay, Style Bazaar, Ami Lifesciences, Aakash Namkeen, Cona, Gokul**, etc. are some of the private sector companies under his Investment Portfolio. His investment has also been marked with Co-investment by India's Marquee Investor like **Rakesh Jhunjhunwala, Kedaara Capital, Haldiram Group, Norwest, IIFL AMC, Lighthouse Fund, Axis AIF, Aventus Fund & Granite Hill Capital Partners.**