

# Supporting the IPO journey of a Tech-Enabled Diversified Auto Industry Player

## THE AVALON EDGE

A diversified automotive solutions provider serving OEMs and the aftermarket sought to file for IPO but faced challenges due to its complex business structure

Avalon was engaged to validate its growth strategy, build financial projections, and develop consistent investor communication including DRHP and pitch decks



### Client Situation

- 🎯 The Client is a **diversified player in the automotive industry** offering tech-enabled solutions to various stakeholders across the value chain of the auto industry
- 🎯 The Client offers various value-added services to OEMs in their vehicle sales journey, offers last mile delivery services to OEM vendors and also operates as a component and accessories distributor
- 🎯 Its customers are OEMs, used car platforms, auto aftermarket retailers, wholesalers, independent garages and vehicle owners
- 🎯 The Client **wanted to file for IPO** but had several challenges –
  - With such diverse business segments, **it was essential to build a cohesive growth strategy** for the future, including financial projections and fund requirement
  - **Multiple types of documentation needed to be created** with different audiences and levels of content required, including the DRHP and multiple versions of investor pitch decks. While each type of documentation had a different purpose, all would need to communicate a consistent strategy and message about the company
- 🎯 The Client sought Avalon Consulting's help in validating the business strategy, creating a business plan, developing investor pitch decks, and writing key sections of the DRHP related to the business and market opportunity



## Our Intervention

01

Detailed **interactions** with various teams (CXOs, operations, logistics, sales) were conducted to **assess the current market position, business model**, and future expectations

02

Primary and secondary research was carried out to understand demand patterns, market trends and competition

03

Based on the research conducted and discussions with key client stakeholders, **a clear growth strategy was articulated**, followed by the creation of a detailed business plan and financial statements

04

A **detailed investor presentation** as well as **multiple short pitch decks** were prepared, to be used in various stages of the roadshow journey. Supporting documents including FAQs were also developed

07

Avalon also **supported the client in interactions with regulatory authorities and investors** post-filing, including preparing answers to questions raised on the business model, market opportunity, etc.

06

Avalon **supported in creating various sections of the DRHP** like the Business Overview, Growth Strategies and others

05

**Use of IPO proceeds were detailed out** along with creation of backup notes for each type of usage



## Our Impact



**The IPO application was successfully filed within the stipulated time as required by the Client**

**01**

**All follow-up queries from the regulator on the DRHP and the IPO were successfully addressed**



**02**

**03**

**The IPO application was successfully approved**



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