



# India Deals Snapshot March - 2012

# Mergers & Acquisitions Update for March 2012

Acquirer	Target	Sector	Stake	Size
A2DC	Mobimasta	IT/ITES	NA	NA
Essel Group	IVRCL	Manufacturing & Engineering	10.19%	NA
Readymade Steel India Ltd	KH Forge	Iron & Steel	NA	NA
L&T Finance Limited	FIL Fund Management Private Limited	BFSI	NA	NA
Mitsubishi Pencil Co. Ltd.	Linc Pens	Others	13.5%	Rs. 20 Cr
SEL Manufacturing Limited	Omega Hotels Ltd.	Hotels & Hospitality	99.88%	NA
TRF Ltd	York Transport Equipment	Manufacturing & Engineering	49%	Rs. 89 Cr
GE	Advanced Systek Pvt. Ltd.	Manufacturing & Engineering	NA	NA
Naturex	Valentine Agro	FMCG	NA	NA
Thermax Ltd.	Rifox Hans Richter	Manufacturing & Engineering	NA	Rs. 12.39 Cr
Oscar Investments Ltd	Religare Voyages	Aviation	48.8%	NA
KEPCO	Pioneer Gas Power Ltd	Power	40%	Rs. 500 Cr
Ancor	Uniglobe Packaging	Others	NA	\$ 20.7 Mn
Gruner + Jahr	Networkplay Media	Media & Entertainment	NA	NA
Nitco	Vardhman Vitrified Pvt Ltd	Others	51%	NA
Reliance Capital	Mahindra Satyam	IT/ITES	NA	Rs. 87 Cr
Parekh Aluminex	American Foils INC	Others	NA	NA
Kobe Steel Ltd.	Man Industries (India) Ltd.	Iron & Steel	3.25%	\$ 6 Mn
VerSe Innovation	Eterno Infotech	IT/ITES	NA	NA
Pubmatic	MobiPrimo	IT/ITES	NA	NA
Asia Motorworks	FamilyCredit	BFSI	NA	NA
Freudenberg Filtration Technologies	Pyramid Filters	Manufacturing & Engineering	NA	NA
Varroc Group	Visteon Corporation	Manufacturing & Engineering	NA	\$ 92 Mn
L&T Finance Limited	Indo Pacific Housing Finance Ltd.	BFSI	NA	NA
Mahindra Satyam	vCustomer Corporation	IT/ITES	NA	\$ 27 Mn
Tenvic	C Cube Sports	Others	NA	NA
Oriental Carbon & Chemicals	Schrader Duncan	Manufacturing & Engineering	50%	Rs. 14.53 Cr
RJ Feeds	Gold'N Chicks Ltd	Others	100%	NA

# Mergers & Acquisitions Update

## A2dc Acquires Gurgaon based Mobile Marketing Firm – Mobimasta

### Deal Participant – Acquirer

A2DC is based on online cooperation which enables working together with parties worldwide. A2DC provides total Web solutions including Web site design, system development and wireless site productions.

### Deal Participant – Target

Founded in 2009 by Anurag Singh, Viraj Singh and Alok Pabalkar, Mobimasta provides end to end mobile marketing services, ranging from creative ideation and development to media buying and campaign implementation.

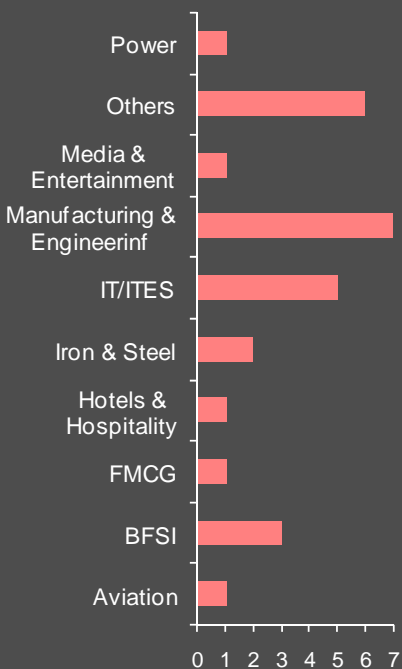
### Deal Value

NA

### Synergy Benefits

A2DC will use mobile as a medium to reach its consumers. Apart from video-based and location-based content, it would also focus on more HD quality, personalized and interactive form of mobile advertising.

No. of M & A deals by sector



## Essel Group Acquires 10.19% in IVRCL

### Deal Participant – Acquirer

Subhash Chandra-promoted Essel Group has presence in media, packaging, entertainment, technology-enabled services, infrastructure development and education.

### Deal Participant – Target

IVRCL operates as an engineering procurement and construction company in India and the Middle East. The company also constructs transportation infrastructure, including national highways, state highways etc.

### Deal Value

NA

### Synergy Benefits

It is a strategic investment.

## Readymade Steel India Acquires Singapore Based KH Forge

### Deal Participant – Acquirer

Readymade Steel India Ltd has been in business since 2006. It is active in manufacturing reinforcement steel bars and aims to become a complete infrastructure solution provider.

### Deal Participant – Target

KH Forge specializes in bored cast in-place concrete piling and driven piling foundation work, providing complete services including design, supply, construction and project management.

### Deal Value

NA

### Synergy Benefits

This acquisition will help the firm enter the specialized segment of foundation engineering.

## L&T Finance Acquires Fidelity's India MF Business

### Deal Participant – Acquirer

L&T Finance Limited (LTF) is a subsidiary of Larsen and Toubro. It was incorporated as a Non Banking Finance Company in November 1994. Through LTF, L&T aims at making a strong foray in the ever-expanding financial services sector.

### Deal Participant – Target

Fidelity's Indian investment arm - FIL Fund Management Private Limited was started in 2004 and managed assets worth close to R9000Cr as of December 2011. It is headed by former Citi executive Ashu Suyash.

### Deal Value

NA

### Synergy Benefits

L&T finance is making its strong presence in Mutual Fund business by the way of acquisitions.







































