



## Corporate Profile

# Starseed Investments Pvt. Ltd



# Reputation and Integrity are your most valuable assets – and can be lost in a heartbeat

**Charles T. Munger**

We want to keep things simple. Low Cost and High Quality. It pays off in long term. And we'll be here to see that !



# Overview

Starseed Investments is a Financial Services Company promoted by professionals with rich experience to provide customer centric value-added advisory services with focus on clients' satisfaction through timely delivery of services and customized solutions. Rich and proven experience of the promoters brings in a unique combination of cutting-edge market pulse to bear on clients' requirements.

To broad base the scope of our services professionals from varied field with rich experience have been partnered with. Their multi dimensional scope of work in the field of monitoring, evaluation, planning & audit compliance of center & state developmental policies, has given the organization a deep understanding of the various aspects of business and a very sound platform to serve requirement of our clients in the area.

We are "One-Stop Service provider" offering wide spectrum of services We apply our professional experience, competencies, and methodologies to navigate complex financial situations to arrive at optimized solution for customers.



We are a team of energetic professionals with commercial acumen and diversified experience who wish to bridge the gap in Indian Financial Advisory space with low cost, high quality and sincere services.



## Mission

To provide complete range of financial services and products under one umbrella for optimised business solution observing compliance of Corporate Governance, business ethics and regulatory laws



To be known as a reliable & trustworthy one stop service provider .



## Founding Partners

### **Ritesh Kumar , Managing Director**

**BSc, MBA(Finance)**

**NISM Certified Investment Advisor**

**NISM Certified Research Analyst**

- Incorporated Starseed Investments Pvt Ltd. in December 2020 in partnership with like minded professionals with multiple decades of experience amidst the challenging times of Corona Pandemic, COVID-19s.
- Having almost two decades of enriching experience of working in the Investment Banking outfit in the Leadership role in the arena of Corporate Advisory for Fundraising, Private Placement of Bonds, Surplus Fund Advisory & Portfolio Management & Retirement Fund Advisory
- Key functional working areas majorly entrenched around Govt Organisations and Central and State PSUs. Job functionalities brought in a synergistic relationship with the who's who of top echelons of the bureaucracy across Ministries, Govt. Departments and Central PSUs
- Strong trusted network across a host of Ministries including Ministry of Finance, Ministry of Home Affairs, Ministry of Labour & Employment, Ministry of Housing and urban Affairs, Ministry of Education, to name a few - and renowned PSUs like SAIL, GAIL, PGCIL, SPMCIL and autonomous bodies like DDA,NVS etc among others.
- Successful track record of handling large teams, creating dedicated desks and taking businesses to a new height by providing motivational support to the team in Darashaw & SPA Capital advisors Ltd.
- Has rich and varied experience in managing and advising corpus to the tune of INR 50,000 Cr in various PSUs / Autonomous Bodies



## Founding Partners

**Rohit Vajpeyi**

**BA, Eco(Hons). PGDBM**

- Over 25 years of experience of working in the financial sector at various levels of responsibilities and core business development with organizations like IL&FS Mutual Fund, UTI Mutual Fund and SPA capital Services Ltd.
- Has successfully addressed the growing complexities of employee benefit programs through innovative off-the-rack solutions for corporate employees.
- Developed a low cost model for addressing tax compliance requirement of employees for large corporations like FIS, Tech Mahindra, TATA group, WIPRO, Aricent Technologies (Under Capgemini), Hughes Systique, HCL Technologies etc .
- Associated with domestic companies & MNCs for treasury advisory & insurance requirements both - liability & employee benefit insurance.



## Director

### Sanjai Maheshwari

Fellow Chartered Accountant

Associate Company Secretary

- Has more than 35 years of experience. Having worked in various organisations of repute like SPMCIL, Maharashtra Natural Gas Ltd, Relaxo Footwear Ltd. He Superannuated from Brahmaputra Valley Fertilizer Corporation Limited (BVFCL), a CPSU under administrative control of Ministry of Chemicals and Fertilizers as Director (Finance) on June 30, 2020. He had also assumed the additional charge of Director (Finance) of FACT, Kochi, a leading manufacturer of fertilizer under CPSU set up in south India and additional charge of CMD of BVFCL for about a year.
- He has rich experience in project appraisal, fund raising, treasury management and risk management.
- He developed best accounting Practices, Policies, Systems & Procedures and Corporate Governance Practices. Is well versed in statutory compliances pertaining to ROC, CLB, Stock Exchanges, SEBI, Capital Market intermediaries, Depository participants and Govt. Agencies.
- Has independently handled secretarial functions of various companies and represented various companies through legal counsels before High Court/Tribunals, Debt Recovery Tribunal (DRT), AAIFR and other regulatory Authorities for resolving critical issues under various statutes.



## Advisory Team

### VENKATESH MOHAN

IA&AS (1983 BATCH)

**Former Deputy Comptroller & Auditor General (Commercial) - cum - Chairman Audit Board (RETD)**

- He has multi decade & varied experience of working with various organizations at progressively responsible positions in areas of annual audit, IT audit, Forensic audit, cyber security audits and audit of various public projects.
- As Deputy Comptroller & Auditor General (Commercial) - cum - Chairman Audit Board , he has rich experience of strategic and annual audit plans of the C&AG for audit of Economic and Services Ministries of Government of India, including about 500 CPSEs and 60 Central Autonomous Bodies , in terms of timelines, focus areas, audit orientation programs, optimal utilization of employee work-force, timely completion of audit programs, presentation of the draft audit report and the audit report to various stake holders
- As Member (Finance & Accounts), Delhi Development Authority Undertook transformative initiatives to streamline accounting processes in DDA which resulted into timely preparation and submission of annual financial statements to MoUD, Gol for the first time after 15 years . Digitized the MIS , payment system for customers and account receivables & payment of DDA.
- Devised an innovative framework for measuring performance of listed CPSEs on the basis of a uniquely defined Return on Investment (ROI) and Rate of Real Return (RoRR), Return on Equity (RoE) and Return on Capital Employed (RoCE) and added a new chapter on such performance analysis to the C&AG's Audit Report on General Purpose Financial Report for CPSEs
- AS Principal Accountant General (Audit), Jammu & Kashmir Audit Report on the management of Dal Lake and wide ranging recommendations to fast track various interventions was a highlight of this tenure as Accountant General (Accounts & Entitlements)-I, Maharashtra Prepared the Finance and Appropriations Accounts of the Government of Maharashtra. Led the first automation of the pension function in the IAAD
- As GM Finance, General Insurance Corporation assisted Chairman, GIC in formulating and implementing program for repositioning GIC as a pure reinsurer in the global market and played the role of a catalyst and facilitator in restructuring the business portfolio consistent with that vision





## Advisory Team

### JAGDISH CHANDER

IES 1985

(MA Economics , MA in  
Development Studies )

- He has more than four decades of experience in Socio economic Research, Evaluation, Implementation and Assessment of various developmental projects of center & states like Labour Welfare schemes, Irrigation projects , Rural Development schemes.
- He has extensively worked on issue relating to industrial policy, promotion and development of technology transfer, investment promotion etc. while at Planning Commission as Director . He has experience of coordinating with various ministries like IP&P, Commerce , Consumer , Food & Public Distribution, Heavy industries, Public enterprises , Disinvestment on plan outlays and matters related to policy assessment.
- As Director in Ministry of Labour he ensured Implementation and monitoring of various labour welfare policies and welfare measures for workers in Fish Processing Units, and issues concerning legislation for welfare of Agricultural Workers
- As additional economic adviser, Ministry of Home Affairs he kept watch on Financial and Commodities Markets for coordination with ministries on important matters. Providing reports on prices of essential commodities, Issues of FIs, Money Transfer Service Scheme to PM office & concerned Ministries . Special report on topical issues, Issue of Economic Intelligence council & Central economic Council have been the subject area



## Advisory Team

### Kishore Narayan Pathak

Retd Joint Adviser, NITI Aayog

- M.Sc. Social Policy and Planning in Developing Countries, London School of Economics & Political Science, University of London.
- M.A. (Sociology), M.Phil. (International Studies), Jawaharlal Nehru University, New Delhi
- He has more than 40 years of experience working with Planning Commission in various departments , Ministry of Minority Affairs , UNDP projects that lends him an edge on others in Formulating, Monitoring & Evaluation of developmental policies / schemes of Centre & state governments. His domain expertise are
  - Evaluation & Monitoring ( including preparation of design for evaluation )
  - Development Planning
  - Appraisal of investment proposals for different development sectors like Agriculture , Labour & Employment, Minority affairs, ,Consumer Affairs, Drinking Water & Sanitation, Environment and Forests, Education , Women & Child Development, Welfare of Schedule cast / Tribe , Youth affairs & sports & art & culture, environment & Forest.
  - Coordination of Matters pertaining to Ministry of Minority Affairs (MoMA), consultant to National Mission for Clean Ganga ( NMCG)  
He has presented many papers in International / National seminars related to his competencies. Besides, he has authored articles & books sharing his experience & learnings on subjects ranging from education , skill enhancement to issues concerning the rural poor wherein he has analysed the background and suggested a foreground for sustainable development.

# Spectrum of Services

## Investment Banking

- Debt Syndication
- Private Placement
- Investment Advisory

## Investment Management

- Corporate Treasuries
- Retirement Funds
- Charitable Trusts/Foundations/Societies

## Regular Networking

- Coordinating with Ministries & Departments on implementation, evaluation and appraisal of Govt policies ( Sarva Shiksha Abhiyan), Rural Development Programs (Indira Awaas Yojana), UNDP project, World Bank funded projects

## Monitoring, Evaluation, Corporate Governance & Regulatory Compliances

- Evaluation & Monitoring
- Research on social science
- Consultancy & Planning
- Impact Assessment of Govt. policies
- Appraisal of investment proposal
- Monitoring & analysing Progress of Govt Sponsored Schemes
- Examining proposals for research studies
- Socio economic evaluation

## Accounts, Audit & Complex business solutions

- Accounting matters
- Resolving Audit queries of Statutory & CAG Auditors

# Key Strengths

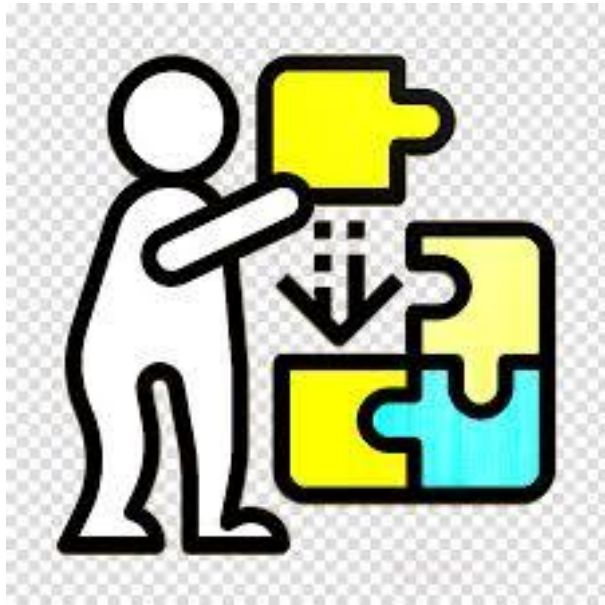
- Professionally qualified team with wide experience in Research, Monitoring & Evaluation of projects / programs related to Public Finance & developmental issues, Development & Planning, Project appraisal , Audit , Investment Banking/Investment Managements , Retirement Fund Portfolio Advisory
- Strong understanding of regulatory framework and well equipped to handle and guide on various compliances matters.
- Coordination of matters with Ministries / Deptts. for various Govt policies.
- Corporate Governance, Regulatory Compliances and adherence of Business Ethics.
- Customized solutions based on interaction with client in consonance with internal and external environment and regulatory framework.
- Complete range of accounts, financial services and products under one stop.

## The Problem

**Generally Investors are exploited for choice of Financial products due to vested interest of consultants .**

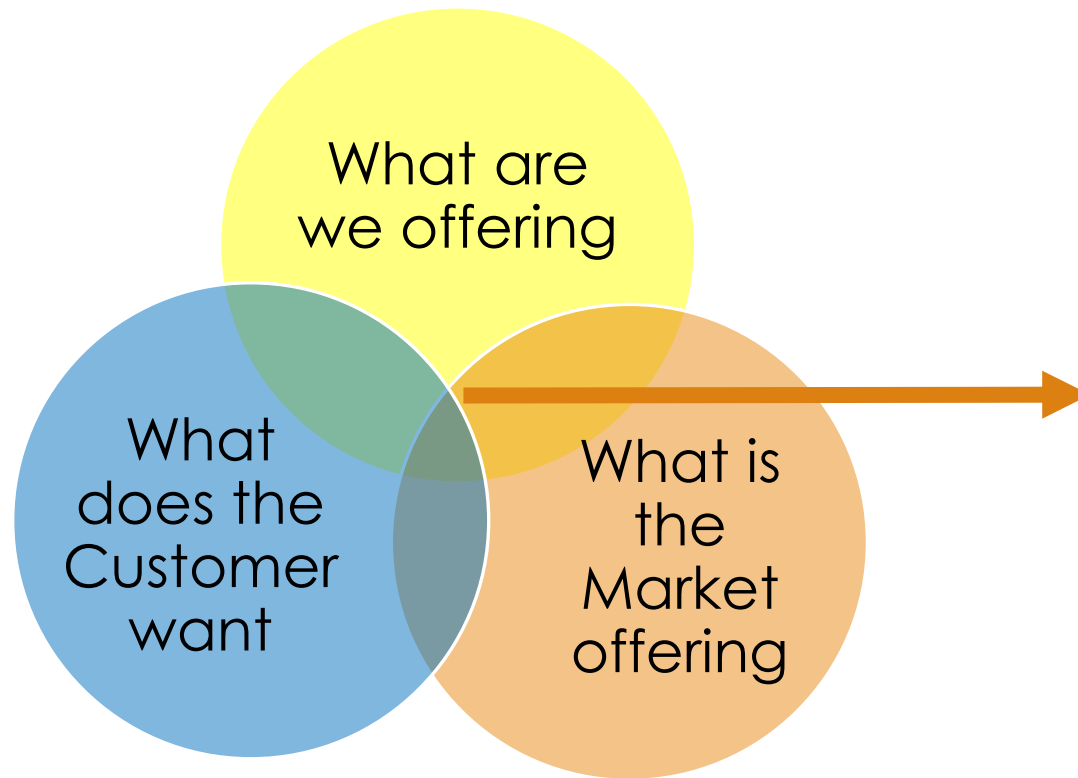
- Customization is required based on unique Risk, Return & Liquidity requirements of client.
- With the Debt Crisis outburst – investors are baffled between safe heavens and low returns profile.
- Unique opportunity for taking prudent financial decision with calculated risk based on investor's risk appetite and financial background.

## The Solution



- A team of trustworthy professionals with open mind and broad perspective.
- Alliance with IT Expert, Finance professionals & Technical experts.
- Transparent and open evaluation mechanism.
- Turn key solution for all problems under one umbrella covering Govt., Autonomous Bodies and Private Sector.
- Unambiguous, unbiased and straight forward advice ( **may be *Bitter initially but sweeter in long term***).

# Our Unique Value Proposition



- Crisp and straight forward advisory mechanism.
- No hidden elements, No surprises.
- Customized Solutions.
- Openly challengeable and cross verifiable solutions.
- Best amongst the available options.

**Prabhakar Singh**

Advisor (Technical)  
(Cabinet Minister Rank)  
Government of Andhra Pradesh



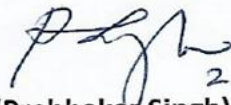
Andhra Pradesh Bhavan  
1, Ashoka Road, New Delhi-110001  
Ph.:(O) 23387089, 23382031 Fax : 23782388  
E-mail : [prabhakarsinghadvisor@gmail.com](mailto:prabhakarsinghadvisor@gmail.com)

Dear Sir,

This has reference to your EOI dated 24<sup>th</sup> January 2021 for your appointment as a consultant for fund raising activities of Government of Andhra Pradesh.

Your above proposal is under consideration in the concerned office for issue of formal order. In view of the extreme urgency of the work, you are requested to go ahead with the work pending finalization of formal order.

Yours Sincerely



2-3-2021  
(Prabhakar Singh)  
Date: 02-03-2021

To,

**Shri Ritesh Kumar**  
Director  
Starseed Investments Pvt. Ltd.  
CB-13A, Shalimar Bagh,  
Delhi – 88



# Our Valued Customers\*



**GAIL (India) Limited**



**Power Grid Corporation of India**



**सेल SAIL**  
स्टील अथॉरिटी ऑफ इण्डिया लिमिटेड  
**STEEL AUTHORITY OF INDIA LIMITED**



**आर्थिक कार्य विभाग**  
**DEPARTMENT OF ECONOMIC AFFAIRS**



**MINISTRY OF FINANCE**



# Other Prospective Customers



\*Team member credentials



# Contact Us

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New Delhi-110088

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website: [www.starseedinvest.com](http://www.starseedinvest.com)

AMFI Registered Mutual Fund Distributor - ARN-174855  
BSE Star Mutual Fund Member – 52269



**STARSEED**  
INVESTMENTS PVT LTD

**Thank You**