



PITCHBOOKS  
INVESTING IDEAS, DESIGNING DEALS



Located in Mumbai, Pitch Books was started in 2014. Registered under Startup-India DIPP in 2020, Pitch Books has created visually impactful investor pitch decks, business plans and other documents for start-ups as well as established firms globally in different industries. We provide value addition as advisors with our years of expertise and help raise funds through our well-connected network of VCs, Private Equity, Angels and Family Offices.

# OUR SERVICES

We are a one stop solution for all your pitching needs. While you take care of your business, we take care of the back end to create high quality professional collaterals



Pitch Books



Investor  
Pitch Decks



Corporate Profiles &  
Presentations



Information  
Memorandums



Business Plan



Executive Summary



Research &  
Analysis



Financial Modeling/  
Financial Analysis

# Investment Banking SERVICES



Our USP lies in creating the best story about the firm through visuals, thus enabling them to pitch with confidence to investors and prove why they should be considered amongst the wide variety of financing and other sources of capital

## Step 1

### Creating Documents

Our team of highly experienced analysts and business experts use objective measures to analyze and evaluate the business and make appealing pitch books and financial models with valuation

## Step 2

### Roadshow

We are well connected with various Venture Capitals, Angel Networks, Family Offices and Private Institutes to reach out for fund raising. Our team reaches out to the right investors based on the right criteria

## Step 3

### Deal Structuring

Pitch Books facilitates discussions with investors and negotiates a structured transaction to close the deal on a win-win situation



# OUR PASSIONATE TEAM



**Urvisha Koradia**

**Founder & CEO**

*MCOM, BMS, 2 Levels CFA(USA)*

*National President - Women's  
Indian Chamber of Commerce &  
Industry (WICCI) Start-up Council*

Urvisha is a passionate entrepreneur, leading Pitch Books since 2014 to accomplish dreams of many startups and SMBs across various industries and sectors. Having started her professional career with JPMorgan Chase Investment Bank in 2007 where she was actively involved in identifying deal opportunities for M&As, she has gone through an exciting journey from working at a corporate to starting her own venture.

With more than 10 years of experience in the financial sector she has successfully helped companies raise more than \$10million. She has also supported many global boutique investment banks and venture capitals for creating collaterals. She is also a prominent speaker at various forums such as Global India Business Forum and Rise World Summit along with being a part of the SME Climate Hub which is United Nation's Race to Zero campaign



**Sarabjeet Singh**

**Chief Project Manager**

*CFA (USA), BCOM*

Sarabjeet has 12+ Years of Investment Banking Experience and has deep domain expertise. He has assisted in restructuring and advising corporates with a turnover of over of 500+ Crores. His previous stint was with Moody's where he

He has experience in assisting companies in selling off non operating units, thus utilizing cash efficiently and boosting sales of operating businesses, spin off business segments, among others

He has previously assisted, mentored over 200+ startups in validating their market idea, streamlining revenue streams and helping them in successfully raising funds and helped startups in raising over \$5Mn+

# ADVISORY TEAM



**Dr. G. Rameshkumar**  
Strategic Advisor

Dr. Kumar (Recipient of Karmaveer Chakra Award-2019 Instituted by ICONGO & The United Nation) brings with him over 2 decades of rich and varied experience in the BFSI space ( Equity Broking , Gold loan & MSME loans ) in Retail, HNI & Corporate Segment, having served in Senior Management Roles with reputed Brands viz. Indiabulls Group, MFGlobal, Unicon, Mangal Group. He had his longer Stint with Muthoot Fincorp Ltd. in the Gold loan industry as Vice President - North & West, for more than 10 Years. He is also the Director General with "MSME BHARAT MANCH" a National ESR (Enterprise Social Responsibility) of RupeeBoss Financial Services Pvt Ltd. He has also served earlier as Director General of "All India MSME Association and also Member of Institute of Directors (IOD), India; Council Member at Gerson Lehrman Group, USA.; Business Advisor / Subject Matter Expert with tatanexarc.com - Tata Business Hub Ltd., a Digital Organisation set up by TATA Group.



**Javed Hussain**  
Independent Consultant

Javed brings over eight years of experience in advising startups and mid-market companies on cross-border M&A. He started his journey with a US-based boutique investment banking firm, where he advised domestic and multinational clients from deal origination to deal closure. So far, he has led strategic projects, including strategic investment, partnerships, and cross-border tech scouting mandates. In addition, his team was also responsible for creating business plans, financial models, GTM, exit strategies, performing valuations, and preparing entrepreneurs to create a quantified and defensible investment proposition.

# OUR ACHIEVEMENTS

'Excellence in Finance - Companies'  
award at FiNext Conference Dubai



Indian Achievers' Awards – Nominated  
for "Atmanirbhar Bharat Award"



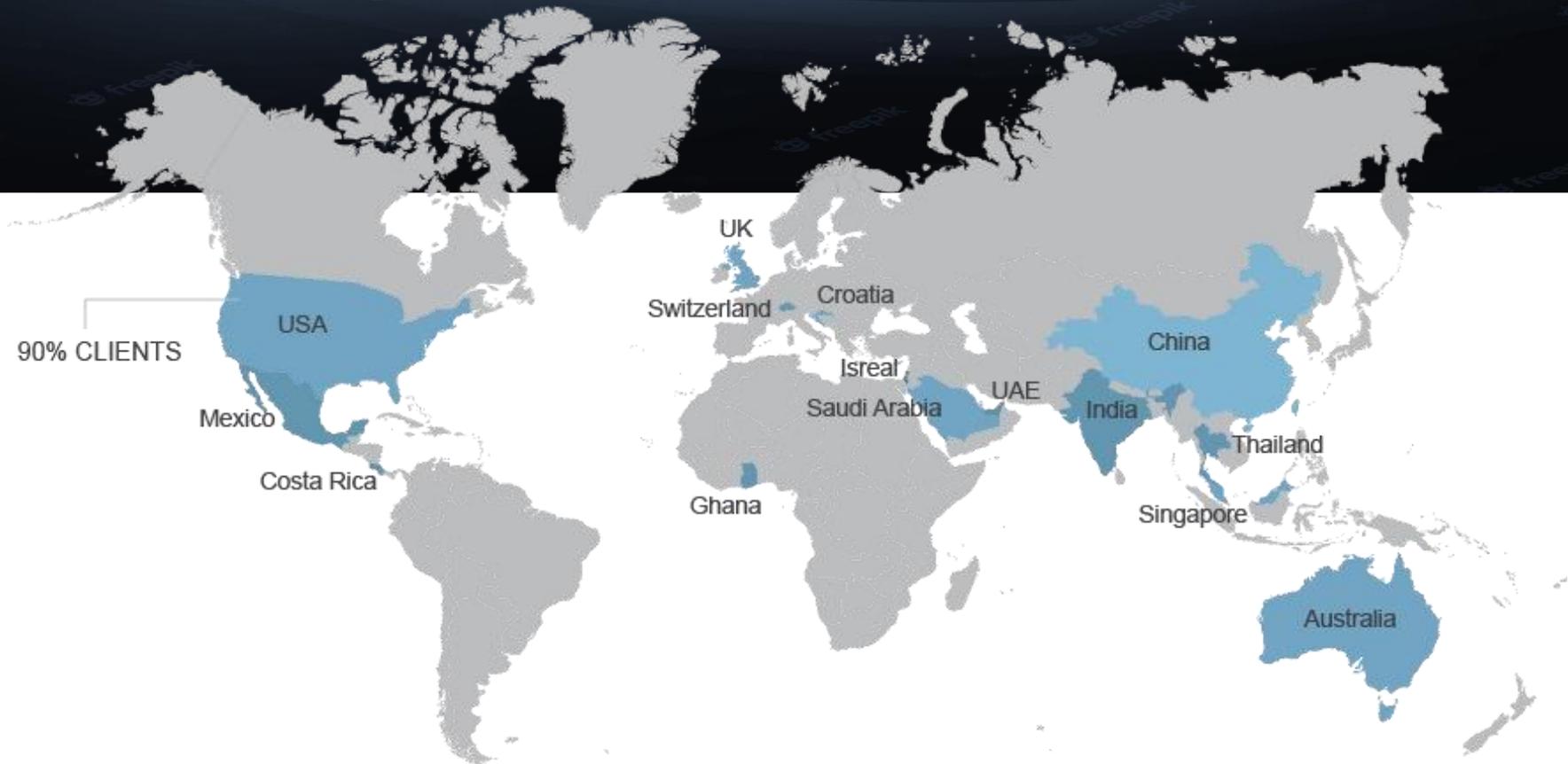
'Awarded "Women Influencer  
Entrepreneur Year Award 2021"  
–by UBS



Awarded " Mumbai's Woman  
Leaders" by World Women  
Leadership Congress & Awards



# CLIENTS SERVED ACROSS THE GLOBE



# GLOBAL CLIENTS



## Financial services

- Venture Capital
- Investment Banks
- Banks
- Hedge Funds
- Wealth management
- Others
  
- Health Care
- Oil & Gas
- Energy
- Real Estate
- Logistics
- IT
- E-commerce
- Fintech
- Travel & Tourism
- Media & Entertainment
- Education
- Mobile App companies
- Cybersecurity
- Food
- Textile

# PARTNERSHIPS & ALLIANCES



Contact Us



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