

2 November 2009

Press Release

BCP Advisors Private Limited today announced the promotion of 2 members of its private equity team.

Anshuman Goenka has been promoted to Director. Anshuman joined the firm in 2007 from Rabo India Finance where he was a Director in the Capital Markets team. Prior to this he managed business strategy for NDTV and worked in consulting at BCG & Accenture. Anshuman has an MBA from the Indian School of Business, an MA from the University of Cambridge and BA (Hons) Economics from St Stephen's College, Delhi. Anshuman currently serves on the board of A2Z Maintenance & Engineering and New Horizon Media.

Kunal Rakshit has been promoted to Vice President. Kunal joined the firm in May 2007 after selling MAX 10/10, a hypermarket in Pune, which he founded and ran as CEO. Prior to Max 10/10, Kunal was an Area Sales Manager (West UP & Rajasthan) at Hindustan Lever. Kunal has an MBA from IIM Bangalore and a BA in Economics from Amherst College, USA. Kunal currently serves on the board of Impresario.

Commenting on the promotions, Deepak I. Shahdadpuri, Founder and Managing Director of BCP Advisors, said, "We are very pleased to promote Anshuman and Kunal, two outstanding individuals who have made a significant contribution to the growth and success of BCP. The two promotions reflect our commitment to develop a world class organisation to advise on private equity investments."

About BCP Advisors Private Limited

BCP Advisors Private Limited is a Mumbai based alternative asset advisory firm. The firm currently advises two funds sponsored by Baer Capital Partners: the Beacon India Private Equity Fund, a \$200M growth capital fund, and Beacon India Alpha Equity Fund, a long/short equity fund which invests in equity and equity related instruments issued by Indian companies.