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Press Release

BCP Advisors Private Limited Strengthens Its Private Equity Team with Announcement of 3 New Hires

Baer Capital Partners is in the process of officially launching Beacon India Private Equity Fund II ("BIPEF II"), with a size of up to US\$250 million. In recognition of the additional demands this will place on the team, we have been very focused on enhancing and reconfiguring the team. In that regard, we are pleased to announce that we have recently added 3 investment professionals to the team. The new hires are:

Akash Jain joins us as a Senior Vice President from ICICI Venture Funds Management, India's largest private equity manager. Akash has over 4 years of investing experience at ICICI, and prior to that an additional 4-years of corporate finance experience at ICICI Bank and Edelweiss Capital. Akash brings with him a wealth of deal experience in the infrastructure/manufacturing and the consumer sectors. Akash has an MBA from the Indian Institute of Management, Ahmedabad, and a degree in Electronics Engineering from the National Institute of Technology.

Arjun Balan joins us as an Associate in the team. Arjun has a unique background as an internet entrepreneur, having founded Yuva Web Services, a business focused on affordable fashion for Indian youth. Prior to this, he worked with Bain & Co in Boston and Delhi, on projects in the healthcare, financial services, telecom and infrastructure sectors. Arjun also has an MBA from the Indian Institute of Management, Ahmedabad and a BTech in Electrical Engineering from the Indian Institute of Technology, where he was a Gold Medallist.

Chinmay Jhaveri also joins us as an Associate, from Ernst & Young where he was a Senior Associate in its Investment Banking team dealing with Structured Finance and Restructuring projects. Prior to this he worked with Ernst & Young in its Transaction Support and Business Valuations team. Chinmay is a graduate of the prestigious Indian School of Business, Hyderabad, is a qualified Chartered Accountant, and has a Bachelor's and Master's degree in Commerce from the University of Mumbai.

In addition to the above hires, we also want to announce a departure. Anshuman Goenka will be leaving the firm shortly to join a commercial bank. Anshuman was one of six members of the execution team in India.

Looking forward, we are focused on at least two additional hires: one senior hire at the Director or Managing Director and at least one at the Associate or Vice President level.



Deepak I. Shahdadpuri, Founder and Managing Director of BCP Advisors, said, "We are very excited to have Akash, Chinmay and Arjun join the team. These individuals bring with them diverse and relevant experience to help us build out private equity advisory practice. The three hires reflect our commitment to developing our talent pool and building a high quality institutional private equity advisory platform."

Alok Sama, Director of Beacon India Private Equity Fund, commented "Over the last four years, we have invested \$130 million in 10 businesses and most importantly, we have delivered on our strategy of doing mainly proprietary, non-auction deals. We have a strong preference to work with management teams, promoters and shareholders with whom we have worked before and that has paid off. The three new hires at BCP Advisors will ensure that we have enough capacity, bandwidth and experience, to continue to manage the first fund and to deploy the new fund which we are now raising."

About BCP Advisors Private Limited

BCP Advisors Private Limited is a Mumbai based alternative asset advisory firm. The firm currently advises two funds: the Beacon India Private Equity Fund and Beacon India Alpha Equity Fund.

About Beacon India Private Equity Fund

Beacon India Private Equity Fund ("BIPEF") was established in 2006 to identify and invest in India's next generation of promising companies. BIPEF is a mid market growth capital fund investing primarily in the consumer and infrastructure services sectors. BIPEF currently manages assets of US\$320 million and is targeting to raise US\$250 million for BIPEF II.