



The **D<sub>N</sub>A** of Valuation

[www.iconvaluation.in](http://www.iconvaluation.in)

## A Valuation Consulting Firm

Founded in  
2011

Expert  
Leadership

35+ years  
combined  
experience

Ex-Deloitte

Dynamic  
& Professional  
Team

CAs  
MBAs  
CFAs

400+  
Clients

2,500+  
Valuations

Clients Across

5 Continents

21 Countries

Registered  
Valuer Entity  
under Indian  
Regulations

## What Do We Value?

Businesses

Preference Shares

Intangible Assets

Equity Shares

Bonds

Non-Compete Agreement

Distribution Network

Debt

Trademarks

Patents

Brands

Workforce

Intellectual Properties

Domains

Licenses

Customer Contracts

Customer Relationships

Derivatives

Call Options

Debentures

RSUs

Forward Contracts

Put Options

Startups

Preferential Rights

Conversion Options

ESOPs

SARs

# Valuation Reports

- **Financial Reporting Valuations (Ind-AS / IFRS / US GAAP)**
  - Purchase Price Allocations
  - Valuation of Intangible Assets
  - Impairment Testing Valuations
  - ESOP Valuations
  - Fair Valuation of Investments
  - Valuation of Derivatives and Convertible Instruments

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**Valuation  
Reports**

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**Valuation  
Consulting**

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**Valuation  
Support**

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**Valuation  
Publications**

# Valuation Reports

- **Tax & Regulatory Valuations**
  - FEMA / RBI / ODI Valuations
  - Income Tax Valuations
  - 409A IRC Valuations
  - Transfer Pricing Valuations
  - SEBI Valuations
  - Companies Act Valuations
  - Registered Valuer IBBI Valuations
  - Recommendation of Share Exchange Ratios for Mergers & Demergers

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# Valuation Reports

- **Startup Valuations**
- **Portfolio Valuations for Alternative Investment Funds / Private Equity Funds / Venture Capital Funds / Angel Funds**
- **Dispute Resolution Valuations**
- **Divorce & Alimony Valuations**
- **Compensation Claims Calculations**

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Consulting**

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**Valuation  
Support**

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**Valuation  
Publications**

# Valuation Consulting

- IPO Value Consulting
- Startup Value Consulting
- Brand Value Consulting & Strategy
- Royalty Rate Benchmarking
- Market Benchmarking
- Discount Rate Benchmarking

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# Valuation Consulting

- Valuation Consulting for Fund Raising
- Valuation Consulting for Entry / Exit
- Valuation Consulting for M&A
- Valuation Negotiation Support
- Bid Evaluation Consulting
- Valuation Policy & Framework

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# Valuation Support

- **Audit Support Reviews**
- **Financial Modeling**
- **Valuation Second Opinions**
- **Joint Valuations**
- **Expert Witness Testimony**
- **Investor Search for Startups & Companies**
- **Target Search for Investors & Funds**

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# Valuation Publications

- Industry Royalty Rates
- PPA Benchmarking Reports
- Industry Market Multiples

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## Who Are Our Clients?

Startups

PE Funds  
VC Funds  
AIFs

M&A  
Targets

Listed  
Companies

Unlisted  
Companies

Angel  
Investors

## Who Do We Partner With?



## Our Industry Experience

Travel & Tourism

Chemicals

Media &  
Entertainment

Insurance

Infrastructure

Food & Beverages

Digital Fibre

Technology

Footwear

Consumer Business

AI

Healthcare

Education

Banking

Pharmaceuticals

Manufacturing

Financial Services

Energy & Power

Services

Real Estate

Medical Devices

Engineering

Advertising

## Our Global Valuation Experience



## Our Leaders

### The **D<sub>N</sub>A** of Valuation

#### CA. Aseem Mankodi

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**Founder**

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Aseem founded ICON in 2011, prior to which he was part of Deloitte India's valuation team.

Aseem's 20 years experience in valuations is extensive, having worked for a variety of clients, for different purposes and submissions to various regulatory authorities - local and international.

#### CA. Devarajan Krishnan

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Dev has been with ICON since 2014. Prior to ICON, Dev was part of Deloitte India's valuation team.

Dev's 17 years experience in valuations is diverse across various industries and for various purposes. Dev is a Chartered Accountant who qualified with ranks at national level.

# The Team

## Our Value Wizards



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*We value everything.....*

*Particularly **YOUR TIME** !*



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