



DICKENSON



INVESTOR RELATIONS &
FINANCIAL COMMUNICATIONS
SPECIALIST

DICKENSON
SEAGULL IR

DICKENSON
FINANCIAL PR

DICKENSON
CONTENT

DICKENSON
DIGITAL

With globalised investing, formal and new social mediums, stricter regulatory boundaries and increasing investor expectations for transparency from both management and board members, Strategic Investor Relations has never been more profoundly important, for both public and private companies, than today.



DICKENSON

We are a specialist financial communications advisory firm.

We advise companies and pro-actively build and maintain their reputation within the Capital Markets and the financial media.



Our forte lies in **POSITIONING** your opportunity, **IMPROVING** your transparency and **INCREASING** market accessibility.



At Dickenson, we specialize in advising companies on their Capital Market Communications and handhold the company's management throughout their interactions within the Capital Market Ecosystem. In today's markets, "the numbers" only tell part of the story. As counselors to senior management, we develop an in-depth understanding of where your company has been and craft a compelling communication strategy to explain where you're going.



Focused communication within the entire Capital Market Ecosystem is key to a company's ability to raise capital. Effective communication with the capital market is also necessary for maintaining investors' confidence in a company's business and strategy, and thus for sustaining optimal shareholder value.

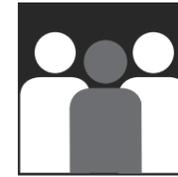


With a team of highly experienced senior professionals and an integrated service portfolio, Dickenson Seagull IR ensures that companies are provided with the right tools and strategies to interact effectively with the investment community and the media, successfully conveying the investment message - "why invest in the company and why invest now?"



Our Methodology

One of the most critical influences on a company's investment rating is how information is communicated to the Investor Community. Gaining the attention of these audiences in the right way and at the right time is highly competitive and requires expertise, focus and commitment.



OUR METHODOLOGY

At Dickenson, we undergo a deep understanding of our clients' business, growth strategy and financial position, enabling our firm to become a natural extension of the senior management team and a true value-added partner.

We work along with the top management to formulate and position the company's business strategy and standing in the market. This allows each company to attract high quality institutional ownership through proactive **one2one** introductions while managing investor inquiries on an ongoing basis. We can help you apply best practices to earn a premium valuation.

Our work on your behalf strengthens lines of communication with existing shareholders, presents your story to the large pool of qualified investors in our proprietary database, and reaches out to financial advisors and other important members of the investment community. The ultimate goal of this process is to achieve a significant and sustainable improvement in Liquidity & Participation and ensure that your company's stock is assigned its fair value in the marketplace.



Our Philosophy :

me.tic.u.lous

analytical • proactive • processes

Highly Analytical: We believe in knowing our clients intimately. Then only can we be qualified to explain their value proposition to the market. We believe in knowing what the market thinks. Then only can we shape our clients' communication for better understanding.

Highly Proactive: We don't believe in the market coming to us. We believe in us going to the market and shaping its opinion, one investor at a time.

Highly Process Driven: We believe in doing lots of small things repeatedly and accurately. In the end, all these little things aggregate to give big results, again and again.



WHY US?



Highly Experienced Team

Our core asset is our people with over 100 man years of experience and global exposure. Our experience is cross sectorial and we have strong expertise across Investor Relations, Strategic Advisory, Corporate Reporting and Brand Stewardship. We are a 360 degree Financial Communication Solutions firm.



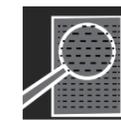
Strong Relationships across the Capital Market Community

One-on-one relationship with Institutional Investors, FIs, Leading HNIs, Mutual Funds, Brokerage Houses and Analysts across institutions and media.



Proprietary Database and BLOOMBERG access

We maintain a high-quality, proprietary, CRM based database of qualified buy-side, sell-side and media analysts, allowing us access to relevant and important members of the investment community, as quickly as possible.



Research Lead – Ability to Interact on Behalf of the Company Management

Our team consists of Financial Analysts, that are CFA, FRM & MBA FIN qualified, and share a deep understanding of our clients' business, growth strategy and financial position, enabling us to become a natural extension of the senior management team and a true value-adding partner.



Specialised Creative Team for Communication

Focusing on Annual Reports, Investor Presentations, Sustainability Reports, Corporate Audio Visuals, Brand Stewardship, Feature Stories and Financial Results Advertisements, our dedicated creative team add great value to communiques.



Services

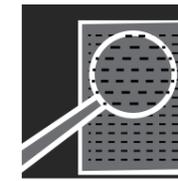
We ardently believe that to run a successful practice in Investor Relations and Investment Banking, one must have strong analytical and communications skill sets. At Dickenson Seagull IR, our three pillars of services assist and depend on each other. Not only are they interdependent, but combine together seamlessly to deliver our clients superior value.





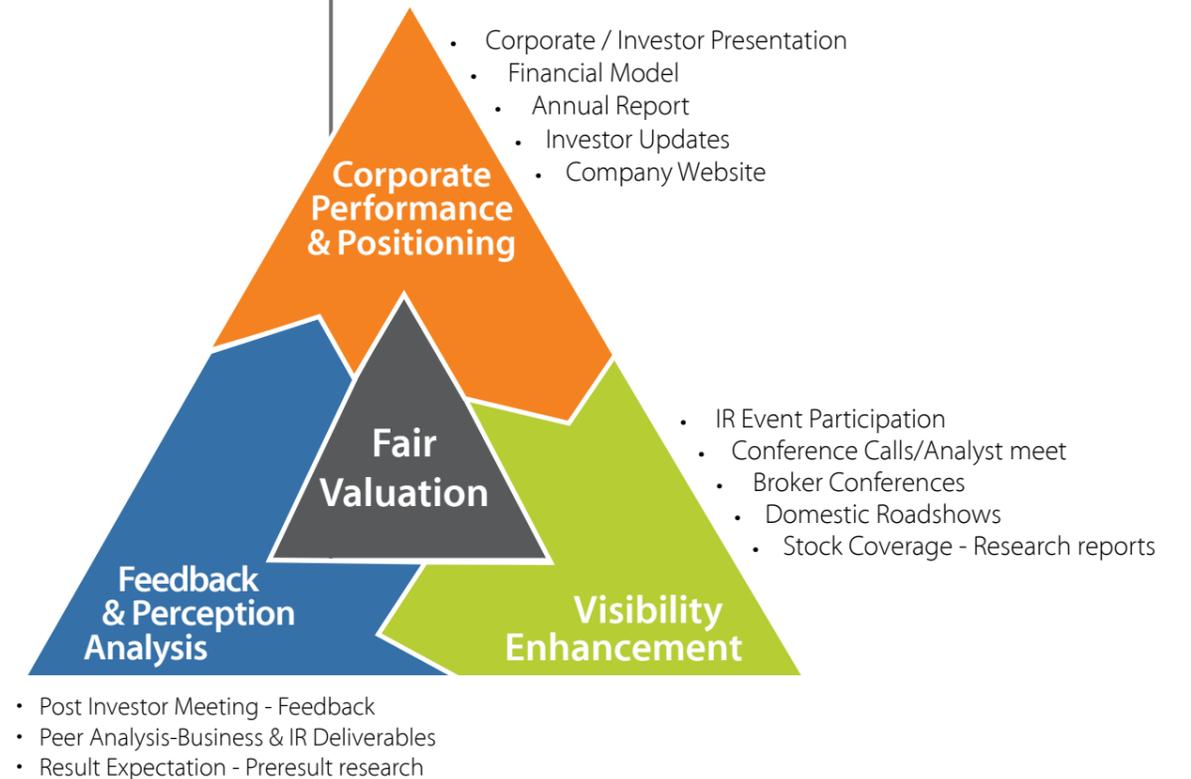
Investor Relations

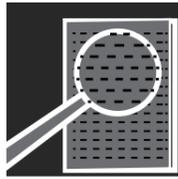
One of the most critical influences on a company's investment rating is how information is communicated to the investor community. Gaining the attention of this audience in the right way and at the right time is highly competitive and requires expertise, focus and commitment.



DICKENSON
SEAGULL IR

A successful investor relations programme will build a knowledgeable and supportive following among institutional and retail investors and brokers. This in turn will help underpin the share price, maintain the company's rating within its peer group and facilitate future corporate activity. We encourage our clients to meet with investors and develop ongoing communication strategies to maintain their interest. The success of these strategies can be measured through research and tracking of perceptions in the investment community.





INVESTOR RELATIONS

A. Corporate Positioning and Reporting

At Dickenson Seagull IR, we provide strategic advice and consultancy to companies on their Capital Market Communications and handhold the Company's management throughout their interactions within the Capital Market Ecosystem. In today's markets, "the numbers" only tell part of the story. As counselors to the senior management, we develop an in-depth understanding of your company's journey thus far and craft a compelling positioning and communication strategy to explain where the company is heading, both in the short and the medium term. Effective communication with the capital market is also necessary for maintaining investors' confidence in a Company's corporate governance, business operations and core growth strategy, and thus for sustaining optimal and fair shareholder value.

1. **Investor Presentations**
 - a. Annual Investor Presentation
 - b. Quarterly Presentation Updates
2. **Financial Modeling**
3. **Annual Report**
4. **Content Review of the Corporate IR Web Page (Quarterly)**

B. Visibility Enhancement

This is the most pro-active component of Dickenson Seagull IR's offering, in which we reach out to the market participants strategically to market the story and the investment case of your Company. This is our great differentiating feature that has positioned Dickenson Seagull IR to be amongst the most respected IR specialists in the Business.

1. **Facilitating One2One meetings with the Buy and Sell sides in Domestic and/or International Roadshows**

2. **Preparing Investor Targeting Report by analyzing recent Investor Transactions across peer group (Quarterly)**
3. **Steering Brokerage Conference Participation**
4. **Organizing Conference Call with Analysts (Quarterly)**
5. **Organising and Managing a Client Dedicated Analyst Meet**
6. **Enhancing the Stock Research Coverage by the Sell Side Community**
7. **Improving Media Coverage; Publishing and Distributing the Client's Branded IR e-Magazine (Optional*)**

C. Feedback & Perception Analysis

An on-going practice for researching feedback from the marketplace plays a critical role in understanding the key Risks, Concerns and Issues that the Investor community may have with respect to the Company. This feedback is instrumental in helping the company to Re-position or Re-Formulate its Investor Presentation and is vital in assisting the process of reducing concerns in the capital marketplace by enhancing the clarity in understanding the Company and its value proposition.

1. **Feedback Updates of One2One Meetings**
2. **Peer Analysis and Monitoring**
 - a. Market Coverage, Valuation & Shareholding Analysis (Quarterly)
 - b. Business Parameters (Annually)
 - c. IR Disclosures (Annually)
3. **Pre-Result Research of Market Expectations (Quarterly)**



Debt IR

With the growth of the capital markets as a source of borrowing, Debt IR is going to become an increasingly important activity. Maintaining relationships with debt investors is becoming more and more important.



DEBT IR

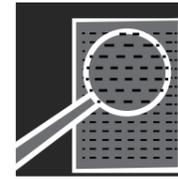
The IR requirements of the two audiences (Equity & Debt) are entirely different and the communication needs to be tailored to each. Our deliverables include:





Financial PR

We work alongside our clients to ensure a comprehensive capital markets communications strategy is in place to deal with today's rapidly changing and increasingly regulated business environment.



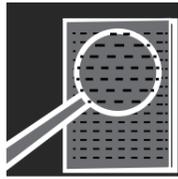
DICKENSON FINANCIAL PR

How Dickenson Financial PR is different from Dickenson Seagull IR

While Dickenson's IR unit builds and enhances the value of its clients' corporate and financial reputation in the institutional landscape, the FPR division ensures the same communication effectively permeates into retail shareholders, who also need an accurate, up-to-date and consistent news flow. Our FPR service offering fits well into Dickenson's Integrated and Targeted Communication philosophy and enables it to effectively fill the gap in ensuring a clear and consistent engagement with key financial audiences – be it institutional or retail stakeholders.

How we Assist our Clients

Our Clients no longer have to deal with two agencies – one for IR and another for PR, as has been the case so far. They also benefit immensely from our Integrated Communication philosophy what with less people involved, less repetitive actions, more meaningful opinion shaping actions and faster turnaround times. We assist in creation of key messages to the retail shareholder landscape and enable its timely and effective delivery by the best means available. We also gather market intelligence and feedback on the coverage.



FINANCIAL PR

Our Specialisation

We specialise in targeted news and content distribution. Rather than simply broadcasting positive messages, we help organisations create an ongoing and constructive dialogue between with the retail shareholders. We focus on providing electronic distribution, targeting, measurement and broadcast services on behalf of our Clients. We carefully select leading third-party distribution networks that will maximise the reach and impact on target audience in general media, trade media, social media, the investment community, government decision makers and the general public.

The Dickenson FPR Edge

We guarantee one-to-one news release push into the capital marketplace through a high quality, proprietary database of key people in the Indian Capital Market, including Buy-Side Fund Managers, Market Making HNI's, PE Houses, and Sell-Side analysts and coverage reporters. We also guarantee posting on website of India's national news agency PTI, Bloomberg terminal and PR Newswire, with a database of over 1,800+ Indian journalists. We create compelling content and stories that guarantee you the most effective results. We also produce, distribute and promote online videos to enhance your visibility.



How we gain an edge

- Quality of content and reporting analytics
- Content creation and strategy development
- Auditing social media presence
- Implementing and managing social media accounts

Our Service Offerings

- Strategic communications advice and counsel
- Organising and handling media relations
- Building Client's Reputation as Experts in their field with Media
- Financial and Operational news and calendar planning & management
- Content ideation, research and preparation
- Press News Release Dissemination to Journalists, Bloomberg & leading third party news disseminators
- One 2 One Press Release to proprietary contacts database of more than 6000+ Leading Capital Market Participants including Buy Side, Sell Side, Rating Companies and Lending Institutions
- Press Release Coverage Analytics
- Press Event Management
- Financial PR through Social Media





INVESTMENT BANKING

Strategic Communication for IPOs & Recently Listed Companies

Preparing a company for a public listing is to a large extent about building an IR infrastructure. Routines for communications with the market have to be in place, internal and external discipline has to be implemented together with the management of a growing number of regulations, rules and codes for communication and governance. We help companies to reinforce their success by ensuring they communicate to the highest standards required to perform well in the markets.

Newly public companies face immediate and intensive scrutiny from investors, analysts, regulators and the media. We can help you develop the infrastructure to handle these challenges from the first day of trading and beyond. We will also help you prepare for earnings announcements and other financial communications to ensure that your company is presented effectively. Building shareholder value as a public company starts with good communication.



CAPITAL RAISING

Dickenson Seagull IR uses the distribution platform created by the investor relations division. The investment-banking (IB) differential that Dickenson Seagull IR brings on the table includes its ability to anticipate the impact of capital raising on shareholder value creation and build a robust strategy around this communication to ensure that the intent and implication of the capital raising is known. Our IB practice has created a niche in its ability to structure the deal with staggered to low dilution with proper capital allocation strategies and cash flow management. The funding is also suggested to ensure an optimum risk management.

Dickenson Seagull IR specializes in taking mid-sized companies public with a small private placement to validators of the story; followed by a subsequent full-fledged IPO; followed by a 12-month hand-holding and eventually followed by a full IR service offering.

Dickenson Seagull IR offers IB services for both listed and unlisted companies. It has raised over Rs 2000 crores (US\$ 360 million) of equity capital since its inception.



CORPORATE REPORTING



- **ANNUAL REPORTS**
- **SUSTAINABILITY REPORTS**
- **INTERIM REPORTS**



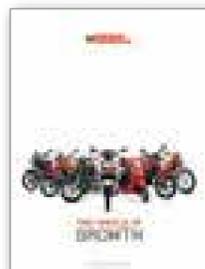
At Dickenson Seagull IR, we believe that the credibility, confidence and perception of an organisation can be enhanced significantly through a well-crafted Corporate Reporting strategy.



The Annual Report has evolved from a simple financial report to a dynamic marketing and brand-building tool that is the bedrock of any Investor Relations effort. Today, Annual Reports not only answers the many questions that investors may have, but they also serve as an indispensable tool for marketing, recruitment and business-to-business communications.



We produce well-crafted reports that provide more than the 'bare bones' financial performance of companies. An Annual Report also needs to project and articulate a company's vision for the future, set within, yet not unduly constrained by, the context of the state and financial condition of the economy. At Dickenson Seagull IR, we are careful to strike the right balance between the defining qualities of a firm and the fiscal facts surrounding them.



INVESTOR COMMUNICATIONS



At Dickenson Seagull IR, we feel that the elements of a good Annual Report include a clear and focused message, good writing, compelling visuals and high production values. Dickenson Seagull IR has evolved a unique and structured approach to what can be a highly complicated process of producing Annual Reports - right from the ideas/creation stage, through to the micro-website and its printing and distribution.



Our ability to conduct in-depth industry research and express that research in the delineation and formulation of passages such as those including 'Management Discussion & Analysis', the messages from a Chairman, Managing Director or the CFO, among others, gives us a unique edge in this arena. We seek to understand the context of a company within its industry and are able to project the relevant perspectives that business leaders are likely to adopt.



We aim to provide you with a turnkey solution, that includes all aspects of an Annual Report's production, including contemporary design, content creation, photography, theme development and printing services. We strongly believe that with our approach, the Investor Relations Officer, the Corporate Communications Manager and the Company Secretary can achieve optimum results, but in a de-risked process.



For more information, visit our dedicated website:

www.dickensonworld.com



BRAND STEWARDSHIP



We understand how a brand communicates with different audiences at different times and why a harmonised communication strategy is so vital. It is through this understanding that we define a corporate brand culture that can build enduring value for a client.



A corporate brand identity manual is all about setting standards and rules around the graphical representation of a company. It is crucial for each of our client companies to ensure that their customers see, think and perceive of them in a consistent and memorable way. An ideal corporate brand identity manual is one, which is innovative, yet simple and clear. Dickenson Seagull IR delivers exactly that.



Your corporate identity impacts on all aspects of your business. Having a strong and consistent identity throughout your communication and marketing efforts is the first step in building a solid image. Your website, brochures, advertisements and all other materials should be developed cohesively to reinforce the corporate identity of your organisation and enable stakeholders to instantly identify with your organisation's ethos and message.



BRAND IDENTITY & MANUAL



In the case of large organisations that function in a decentralised manner across dispersed geographies, unintentional misuse of a brand can often take place. Maintaining brand consistency becomes even more challenging when new people join an organisation need to start from scratch. Dickenson Seagull IR understands these complexities and excels in developing brand manuals and standards that can steer your organisation through these challenges to attain a desired level of brand equity.



Based on the foundation of experience and knowledge, the team at Dickenson Seagull IR have the capability to create fresh identifiers and to direct new emerging ideas into line with the original goals and objectives of a company, irrespective of its size. Recognising the importance of a consistent identity and message, our corporate identity manuals set the standards for all print and digital collaterals that are well matched with the company's brand culture.



We produce manuals for soft, online and hard copy usage, which can be updated frequently to encompass new identifiers as well as new applications of an identifier including Screen Based Applications, Brochures, Power Point Presentation Stencils, Report Covers, Press Releases, Publications, Event Collaterals and large format Media Standards.

For more information, visit our dedicated website:

www.dickensonworld.com

OUR CLIENT EXPERIENCE



OUR GROUP

DICKENSON INTELLINETICS

Dickenson Intellinetics Private Limited
 Focusing on Corporate Communication
 & Brand Stewardship in India and South Asian Markets
www.dickensonworld.com

DICKENSON SEAGULL IR

Dickenson Seagull IR Private Limited
 Focusing on Investor Relations
 & Investment Banking - serving Globally
www.dickensonIR.com

DICKENSON FINANCIAL PR

Dickenson Intellinetics Pvt Ltd (Financial PR Division)
 Independent division focusing on Financial Public Relations for both Listed and Pre-IPO Corporates, PE & VC Funds - serving India and South Asian Markets.
www.dickensonworld.com

DICKENSON INTELLINETICS

Dickenson Intellinetics (UK) Pvt Ltd
 Focusing on Financial Communication Solutions including Annual Reports, Presentations & Corporate Websites; Capital Market Analytics for Corporates, Investment Bankers & Investors; and Investor Relations & Financial PR Consulting - serving Europe & Middle East.
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Manoj Saha

Managing Director

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Biography

Manoj holds a BA Degree (Hons) from the London Metropolitan University (Accountancy and Business Finance). He started out his professional career with International Computers Limited (ICL) in London as a software system designer, where he worked for 3 years. In 1987, he moved to NY to found electronics component distribution company in NY and successfully exited this business after building it up over 10 years. In 1999, he started the Dickenson Group – which has today become a highly respected boutique investor relations, corporate reporting and brand stewardship practice. Serving as the Managing Editor of the Dickenson Group for more than 16 years, Manoj has been the communication architect of several small to large cap corporates. His experience spans multiple areas of businesses, including BFSI, Industrial, Infrastructure, Realty, FMCG, Retail, IT and Pharmaceutical companies. Based out of London and Mumbai, he has a hands-on approach to overseeing the group’s global mandates in multiple markets spanning Europe, the Middle East and India.

Ammeet Sabarwal

Non-Executive Director

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Biography

Ammeet, CEO of Dickenson Group’s IR practice, is a BE (IT) graduate from PVPP College of Engineering (Mumbai) and has an MBA in Finance and Capital Markets from Welingkar Institute of Management. He started his career as an Analyst at Bank of America (Asia Pacific Region) and as an Equity Research Analyst for the private investor, Kedar Mankekar. He then worked for a small investor relations boutique firm called Seagull IR, which was acquired by Dickenson in 2013. He is currently the Co-Founder and Non-Executive Director of the Dickenson Seagull IR practice, focusing on Investor Relations consultancy, advisory and execution. With a career in investor relations spanning more than 8 years, he has accumulated considerable experience of Investment Research, Investment Banking & Shareholder Communications, and Private Equity fund-raising mandates. He possesses deep knowledge across multiple sectors including Infrastructure, BFSI, Agricultural Commodities, Telecoms, Real Estate, Textiles and Consumer Related Services. He has personally handled the IR mandates for more than 15 listed companies and leads the IR consulting services team at Dickenson Seagull (IR).

Nilesh Dalvi

CEO & Associate Director

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Nilesh has been with Dickenson Seagull IR since 2013 and is currently its CEO & Associate Director. He is a graduate in Electronics Engineering from K.J. Somaiya C.O.E (Mumbai), and has completed his Masters in Management Studies (MMS-Finance) from Welingkar Institute of Management (Mumbai). He is also a certified Financial Risk Manager (FRM, Global Association of Risk Professionals) and a certified Chartered Financial Analyst (CFA, AIMR). Post his MMS completion, Nilesh started his career by working for around 3 years with Bank of America as a Credit Analyst (Corporate Credit Risk) for around 3 years, where he gained global exposure in managing the credit risk of a portfolio comprising of Fortune 500 Oil & Gas Companies in the U.S and Power Companies in Europe and the Middle East. Nilesh joined Dickenson Seagull IR as an analyst and consultant and quickly grasped the nuances of several sectors and clients of the firm, becoming a key contributor at Dickenson Seagull IR for delivering insightful IR Services and Analytics. Today, he leads the practice as its CEO with the mandate of cultivating a top-notch team of analysts and consultants, and attaining and maintaining the highest benchmarks in the IR services marketplace. He is also responsible for growing the practice with a vision to become a peer in the industry.

Ravindra Bhandari

Associate Director

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Biography

Associate Director Ravindra is an MBA from Xavier Institute of Management (Bhubaneswar) and has completed his MS-Finance from ICFAI. He is also a certified Chartered Financial Analyst (CFA, AIMR) and certified Financial Risk Manager (FRM, Global Association of Risk Professionals). Starting out in 2009, he has accumulated a rich experience within the capital markets, discharging wide range of functions. He initially started working as equity research analyst at the leading rating agency CRISIL, followed by a stint in Investment Banking at HSBC, and eventually in Investor Relations at Vedanta Resources. His experience includes the initiation to thematic reports on industry and sectors (Equity Research); the successful acquisition of a platinum mining company by a South African gold mining company (Investment Banking); along successfully completing a variety of fund raising and assets acquisition transactions. At Vedanta Resources, he spearheaded the strategy to increase analyst coverage; prepared the investment case for the Vedanta Group; and was part of the team that assisted in Vedanta Ltd – Cairn India merger through a \$1+ billion bond issue and multiple bond buy-backs. He joined the Dickenson Seagull IR practice in March 2017 as its Associate Director, with a wide range of responsibilities. He adds considerable bandwidth to the leadership team of the firm, and strengthens its advisory and consulting aptitude.



Mehul Mehta

President, Financial PR

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Biography

Mehul is a chartered accountant and has more than 2 decades' experience in Corporate & Financial PR, Investor Relations and IPO communications consulting. He started his career with an independent research & consulting firm where he analysed primary and secondary markets, conducted investor perception research for large corporates and consulted them on investor communications strategy. Throughout his career, Mehul has worked on the consulting side with some of India's largest Public Relations agencies including Adfactors PR and Genesis BM, and has guided more than 100 companies across sectors on their positioning, messaging, stakeholder outreach and capital raising. His in-depth knowledge of capital market, news value and how investors consume and react to news has helped many companies in achieving their capital market communications objectives. Some of the prominent clients that Mehul has worked for include TCS, Kotak Mahindra Bank, Marico, Blue Star, Hexaware, Sasken, and Cummins amongst other. More recently, Mehul worked closely on large IPOs such as Interglobe Aviation, Coffee Day Enterprises, Alkem Lab, Narayana Health, Equitas, Parag Milk Foods, etc. Mehul joined Dickenson in March 2017 to lead the Financial PR practice of the firm. His vast experience and strong track record strengthens Dickenson's advisory and execution capabilities. Mehul has the mission and responsibility for building a highly senior and differentiated Financial PR practice, that attains eminent benchmarks in the industry.

Simi Saha

Director

(Creative & Corporate Communications)

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Simi has a 1st Class Graduate Degree (with distinction) from The Institute of Hotel Management and Catering Technology, Mumbai. While living in the USA after her marriage, she took extensive professional training in Graphic and Web Design at the Platt Institute in Los Angeles (USA). She co-founded Dickenson Intellinetics in June 1999, to focus on the corporate communication needs of mid to large cap corporate entities in India. Serving as the Design Director of the Dickenson Group for more than 16 years, Simi has been the originator of many compelling design and communication projects for small to large cap corporates. She has in-depth knowledge of multiple design software platforms and is at equal ease with both print and digital projects. Her work spans across multiple areas of businesses, including BFSI, Industrial, Infrastructure, Realty, FMCG, Retail, IT and Pharmaceutical companies. Based out of Mumbai, she has a hands-on approach to overseeing the group's global mandates in multiple markets spanning Europe, the Middle East and India.

Roshni Rao

Executive Editor

(Corporate & Investor Communications)

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**Biography**

Roshni holds a B.Com Degree (Economics, Finance & Accountancy) from the Mumbai University. She started her professional career almost 20 years back as a Business Journalist, during which she worked across several business publications and wrote extensively on finance, industries and stock markets. Some of the key publications she wrote for are: Business World, Capital Market Publishers, Times of India, TickerPlant Newswire. In 2009, she moved into the Corporate & Marketing Communications space by joining the Communications team of the reputed Financial Technologies Group. For more than 6 years, she handled the Company's overall communications, including internal, external and marketing communications. Most recently, she served with a mid-sized communications agency as Head – Strategic Content, where she contributed significantly in authoring and editing Annual Reports, Sustainability Reports and Corporate Responsibility Statements for some of the top companies in India. She joined Dickenson in April 2013 as its Executive Editor, responsible for leading the authoring and editorial team that serves an array of Corporate and Investor Communication mandates with several mid and large-cap listed companies of India.

MANAGEMENT TEAM

Vidhi Godiawala

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Biography

Vidhi has a prolific career history starting from 2008, spanning across electronic media, banking, sales and business development. She graduated as a mass media student from Sophia College, Mumbai, with a specialisation in Journalism. Vidhi started her career as a reporter and TV host with CNBC TV18, covering the banking and financial services sector. After spending 4 years with CNBC, Vidhi joined Deutsche Bank as a Sales Manager in the Debt Capital Markets division. Here, she worked closely with the bank's Institutional Client Group and engaged in debt sales. Subsequent to working at Deutsche Bank, Vidhi deepened her business development and marketing skills with one of the world's leading MBA schools, IE Business School from Madrid. There, as the Associate Director for International Business Development, she was responsible for the South Asia region and actively developed the market for the school and its various business programmes. Vidhi joined Dickenson Group in March 2016 as its Vice President for Business Development. She is responsible for Dickenson's overall sales, marketing and brand building initiatives, and assists the firm's Financial PR practice for its media dissemination projects. She brings a highly focused approach to client relations; to integrated communications awareness; and to connecting with market influencers.

Kinneri Saha

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Biography

Kinneri is an Economics Major graduate, with minors in Liberal Arts and Business Study from NY University (NYU). While she interned with Dickenson throughout her graduate studies, she joined Dickenson full-time in May 2016 as an Associate Consultant within the firm’s Investor Relations practice, and as an Editor for the Corporate Reporting practice. During her first nine months with the firm, she completed multiple assignments, including investor presentation preparation, Bloomberg data mining, News Release preparation, IR Analytics, Investor Targeting reports and curating the content’s team work for the Corporate Reporting and Financial PR practices of Dickenson. In February 2017, she took up the responsibility of seeding the company’s UK presence and based herself permanently in London. As a Director of the company’s UK arm, she is currently responsible for developing the firm’s business in the North Atlantic markets.

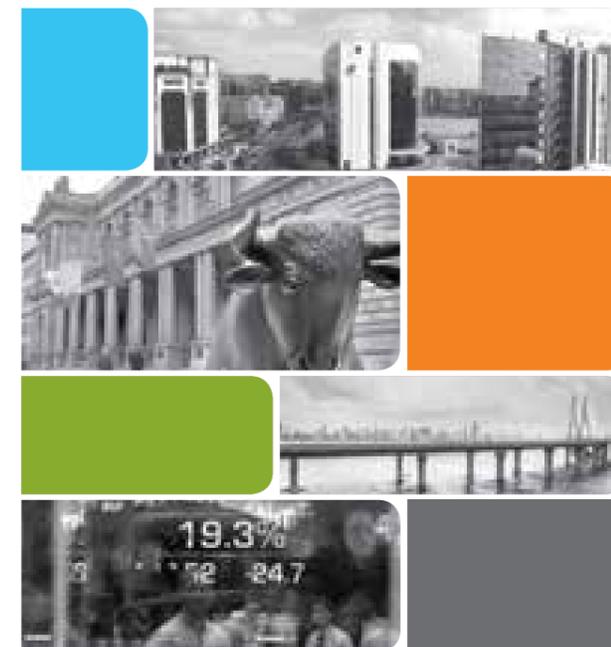
Tarquin Edwards

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**Biography**

Tarquin has a Masters degree from Oxford University (Christ Church) in Byzantine Studies and has a BA Hons degree from the University of London (Royal Holloway) in Ancient and Medieval History. He founded Peckwater PR in 2009 following over 15 years in the City of London in the financial PR industry. He has advised on a large number of M&A and IPO transactions as well as providing crisis communications and litigation support. He has considerable experience co-ordinating and implementing media and IR campaigns for mid to smaller quoted and privately owned companies. He was a principal in the team voted financial PRs of the year in 2006. Tarquin's earlier career at other agencies has encompassed Dewe Rogerson, Millham Communications, Holborn PR, Binns & Co and Adventis Financial PR (part of the Adventis Group plc), out of which Peckwater was borne following an MBO. Prior to entering the world of financial PR, Tarquin began his career in the Fine Art world, working for Wildenstein & Co Ltd, the international fine art dealers.

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