



## Asset Management Services

Converting Idle Assets into Cash Flow



# Maximize the value of Your Idle Assets.

Most enterprises have obsolete assets, excess/non moving inventory, discontinued /returned goods that they need to dispose of in a timely manner. Synise - Asset Management Services (AMS) helps you to sell these assets. AMS handles sale activities end- to- end and thus forms an integral part of the enterprise management system.

These assets lock cash flow, occupy space, are loosing value continuously and postpone accounting of loss already suffered. Disposal activity is also non core to companies policies. AMS – a Strategic Business Unit of Synise Technologies, enables businesses to improve Cash Flow by helping them to liquidate their fixed and current assets in a transparent and efficient way to the best bidder globally and achieve highest realization.

Deep domain knowledge combined with industry leading technology and business practices allows Synise to deliver comprehensive end-to-end services. Synise possesses differentiating strategic capabilities, best of breed services and clear ROI models that deliver value to the customers. We help businesses to become more competitive and achieve higher bottom line growth by converting idle assets into revenue within a short time thereby freeing locked up capital for productive use.

Each situation has its own specific requirement. To achieve optimum results, Synise offers a range of customized services to specific asset category that are based on valuation of assets, client timing needs and value recovery goals.

Synise has so far transacted asset sales worth Rs. 800 crores annually in the last 10 years having worked with more than 150 + clients.

## Asset Management Framework:

The success of Asset Sale is dependent on domain expertise, market making skills and the operational excellence. At Synise we follow a step by step implementation cycle, which is completed in 3 weeks followed by an auction at the end of the 3rd week. Our framework involves the following

### TECHNOLOGY

- Complete transparency
- Real Time bidding
- Confidentiality

### INTELLIGENCE

- Valuation & reserve price
- End user identification
- Market Trend Analysis

### PROMOTION

- Advertisement
- Catalogues
- Physical Market Making
- SMS and Mails

### MARKET MAKING

- Nationwide bidder mobilization
- Transaction support



# Disposal Process:

Our Disposals solution process... Cycle time is 3 weeks

Steps in the exclusive sales process...



## Our Service Offerings:

### Online Dynamic Auctions –

Almost any enterprise can take advantage of an Online Dynamic Auction. Selling items in such an auction involves placing the items for bidding and allowing buyers to bid against each other for the items. New surplus, off-lease, overstocked, refurbished, used items, all types of machines (GPMs / SPMs), project leftovers like pipes, valves, fittings etc., all types of scrap, power transmission related assets like transmission lines, penstocks etc are typically sold in this format. These items are typically hard to price in a fixed format. But the dynamic nature of auctions allows an item to rise to its market value.

### Private Treaty Sales -

Private treaty sales are generally suited for situations in which the asset needs a longer period of exposure and a more targeted approach to potential buyers. Assets sold via Private Treaty tend to be more specialized or complex. In these situations, Synise with its National presence, domain expertise and huge database is able to reach out to large number of potential buyers. Typically, the entire plant along with land and machinery, special purpose machines are some of the assets that can be handled under Private Treaty Sale. This process is highly specialized and involves a lot of back end work such as data

collection, detailing, asset marketing strategy, etc. It also involves high-end market making services in terms of identifying the right buyer and mediating between the buyer and seller with regard to detailed inspection of assets and the related technical and financial discussions. Private Treaty Sales is generally restricted to only 1 – 2 buyers, which could be companies trying to enter into new business areas or companies wanting to expand their existing capacities, companies interested in replacing existing plants/process lines etc.

### e-Tenders –

Manual tender processes can be long and



cumbersome often taking more than a month, which is costly for both buyer as well as seller. e-Tendering replaces this manual paper based tender processes with electronically facilitated process based on best tendering practices to save time and money.

### **Asset Sourcing –**

Many large and small manufacturing and other organizations are looking for specific assets that may be used. We are in a position to locate good value assets such as machineries and equipments or complete plants with or without technology transfer or for that matter sourcing of recurring supply of machines.

With our expertise and database we are able to study specific requirements and carry out a detailing exercise with the client. The requirement is matched against sellers having similar maintained assets to liquidate and their capabilities. Seller liabilities are clearly defined, thorough inspection is offered to the customer subject to whom the purchases can be concluded.

### **Asset Mapping –**

As most of the organizations expand they need to transfer assets from one location to another and from this location to a third location and it is possible that the organization loses track of the asset. Further, in a multi location plants it is possible that certain machineries required in particular are available at another plant. But due to non-availability data new machineries are procured. Also the Companies' Act, 1956 mandates Statutory Auditors to report on the physical verification of assets by the management. These we believe are non-strategic activities and are also once in a year kind of activities. We offer to undertake asset-mapping activities with our Trained and Qualified staff across the country.

Asset mapping serves a number of purposes like:

#### **Services:**

- Physical asset verification, creation of fixed asset listings and ongoing fixed asset updating.
- Collection of techno-commercial data of individual assets and recording.
- Assets classification into various categories considering criticality, importance, usage and other factors.
- Valuation of all movable and immovable assets
- Customized barcode inventory control, asset tracking etc

#### **Benefits:**

- Asset mapping reduces loss through misuse, mismanagement and theft

- Enhance risk management program
- Simplify estate planning, asset management, and insurance decisions
- Increased claim payment in the event of a loss
- Equipment depreciation period can be extended through the greater control exercised over the equipment and improvement of the productive lifespan
- Improved asset utilization through an ability to more effectively locate and track equipment
- Helps in maintaining assets register As per Accounting Standard 28 issued by ICAI
- An accurate and up to date register is important for asset planning, for audit compliance and can come in very handy for any due diligence needed for Merger & Acquisition activity.
- Centralized data of all assets across all factories in India can be maintained.

### **Non-Performing Assets -**

After achieving leading position as an assets management company continuously for years, Synise has now entered in the business of Stressed Assets Resolution.

Synise has been in the business of high value assets disposals for corporate and have been rendering services to banks, FI's and ARC's etc. IDBI, SBI and ARCIL are some of the organizations with whom we are working for NPA disposals.

Synise has ready infrastructure to offer a complete package that includes identification of location, repossession, custody, warehousing, inventory, valuation etc. for resolution of stressed assets and NPA's.

#### **Our services include:**

- Due Dilligence Study – Legal and Financial
- Enforcement and Repossession (as per procedure under SARFAESI Act
- Custodial services
- Assets valuation, stock and inventory records by Govt. approved agencies
- Security of assets and warehousing
- Disposal of assets via online/offline auctions, Tender, Private Treaty Sales etc.

We have gained a strong understanding of the various steps of enforcement under SARFAESI Act. The methodology adopted in the recovery process have been – debt assignment, sale of properties without any coercion or bringing any disrepute to our valued clients such as ARCIL, SASF, SBI, Kotak Mahindra Bank, Saraswat Co-op Bank to name a few.



# Asset Category & Method of Sale:

The method of sale depends on the type of material /category, the buyer market, volumes and complexity of sale.

After due diligence of the available assets is done in terms of valuation and market price analysis, we recommend the correct method of sale. A focused market making process to ensure higher price realization through end user participation then follows.

## Recurring Scrap

Recurring scrap disposal is one of our major areas of expertise. Synise has signed end-to-end contracts for annual recurring scrap disposal with multi nationals and corporates across India.

The necessary domain and expertise in scrap disposal coupled with an efficient and objective disposal process ensures end user participation, effective handling of scrap disposal and higher price realization.

Categories: Recurring, MS/CI/AS Turning/Boring, MS- Off cuts- sheets/ Plates/Pipes, MS miscll / CI heavy aluminum turning boring, Aluminum dross, Aluminum solids, Copper/brass scrap.

**Ferrous material like MS And CI.**



**Non-ferrous material like Aluminum, Zinc, Copper**



## SKF

Value: Rs. 4 + crore annually.

Items: MS turnings/ Boring, Heavy Melting, End Pieces, Aluminum solid, Plastics, Grinding Wheels, Wood, Garbage.

## THERMAX

Value: Rs. 12 + crore annually

Items: MS plate off cuts, MS pipe/tube pieces, BQ Plate  
Off cuts, SS, Aluminum, Copper, Drums, Electrical, Cables, Wood, Garbage.

## JCB

Value: Rs. 15 + crore annually

Items: MS Skeleton Scrap

## KIRLOSKAR OIL ENGINES

Medium Engines – Bearing / Valve Division  
(Nashik, Nagar, Pune)

Value: Rs. 10+ crore annually

Items: Copper / Lead bimetallic scrap, Aluminum, Tin, MS Turning, MS Heavy, Forging scrap, Carbide, Tips, Tooling scrap, SS Scrap.

## STERLITE TECHNOLOGIES

(Haridwar, Silvassa)

Value: Rs. 12 crore annually

Items: Aluminium Dross, High tensile galvanised wire, MS packing strips, MS bending wires, MS light & heavy scrap, Plastic scrap, Used Oil, etc.

## TUBE INVESTMENTS

(Shirwal, Pune)

Value: Rs. 7 + crore annually

Item: Pipes

## AUTOMOTIVE AXLE

Value: Rs. 2.5 crore per month

Items: MS Turning Boring scrap, SG/CI boring, Heavy melting, 8 mm web off cut, 10-14 mm Off cut, alloy steel

## BHARAT FORGE

Value: Rs. 1 crore monthly

Items: Aluminum Turning, Steel shot powder, Empty 205 ltr barrels, Aluminum/Copper Cables.



## Plant & Machinery:

Over the years, Synise has developed the expertise in disposal of plant and machinery such as GPMs/ SPMs anywhere across India. Our technically qualified and professional market makers help in identifying the target buyers for these assets.

Excellent database in terms of large traders, retro fitters and end users has resulted in giving our sellers, best realization on the assets sold. Categories – process plants, material handling equipment forklifts / cranes / conveyors / hoists. General purpose machinery - lathes / drilling / milling / shaping / welding / machining centers / Grinding



### HINDUSTAN UNILEVER

Value : Rs. 22 crores  
Items : Plant & Machinery.

### TATA STEEL

Value : Rs. 2.73 crores  
Item : Mini Steel Plant.

### VOLTAS

Value : Rs. 9 crores  
Item : Machinery

## Project Leftovers:

Synise has been working on an ongoing basis with corporates and public sector units across India in disposing of their project leftovers such as pipes, flanges, valves, etc. Synise's in-depth expertise in project leftover category and an excellent data base of bidders helps us in getting the right price for our customer as per the present market situation.

Categories – Piping, Valves, Pipefittings, Structural, cables, Plates.

Our clients included Mazagaon Docks – value worth Rs. 10 + crore, BPCL – value worth Rs. 1.7 + crores, Praxair – Value worth Rs. 1.32 crores.

## Commodity Selling Services:

Engaged in e-Selling of industrial commodities like steel, cement, coal, non-ferrous metals, Surplus inventory, pipes, tubes, used plant & machinery, etc.

Value addition to our clients by Total Outsourcing of activity:

- Time bound completion of sale.
- Handling of pain areas - backing out, non-lifting etc.
- All India participation; ensuring maximum bidders thus ensuring a fair price.
- Huge database of buyers in various categories.

### Major Commodities sold with value:

- C R Products Sheets - End Cuts, Gola, Baby Coil Baba Coil, CRCA Sheets Trimmings, Off cuts - Value Rs. 18 crores
- G P Products - Baby/Baba Coils, Prime Baba Coils, GPCC Sheets – Value Rs. 10 crores
- G C Products - Sheets, Coils, Collapse Coils etc - Value Rs. 4.5 crores
- C C Products - Std / Non Std Coils - Value Rs. 1 crore
- H R Products - Sheets, Coils, End, Cut, Trimming, Slit Coils, off cuts, etc – Value Rs. 4 crores.
- Tubes - ERW/CDW Commercial Quality (Secondary Tubes) of Various sizes & Lengths.





# Our Clients:

## ZENITH BIRLA (INDIA)

Qty : 100 MT per month  
Value: Rs. 35 lakhs per month.

## TUBE PRODUCTS OF INDIA

Qty : 300 MT per month  
Value: Rs. 12 crores per annum

## SHREE PRECOATED STEEL

Qty : 2500 MT per month  
Value: Rs. 6 crores per month.

### Plant & Machinery Disposal

- Hindustan Unilever • Tata Steel • Mahindra & Mahindra • IDBI – SASF •
- Thermax • Kirloskar Oil Engine • Voltas • Fiat India • Bosch Chasis
- Mahindra sar Transmission • Crompton Greaves • Bharat Forge • TAL Manufacturing • Mahindra Intertrade.

### Plant Sold:

- Hindustan Unilever – Chemical Plant • Hindustan Unilever – Sulphonation Plant
- BPCL – Shakurbasti depot • Tata Power – Power plant • Kotak Mahindra Bank - Textile machinery • Electrolux – White goods mfg line • Tata Steel – mini steel plant • Voltas – white goods mfg line .

### Scrap Disposals:

- Suzlon India • JCB India • Mahindra Intertrade • Tata Steel (Wire Div) • Bosch Chasis Systems India • TAL Manufacturing Solutions • SKF Bearing India
- Fiat India • Thermax • Automotive Axles • Ashok Leyland • Bharat Forge • Mercedes Benz • Kirloskar Oil Engines.

# Asset Management Benefits:

- Higher realization at lower cost through end-user participation.
- Process driven technology
- Efficient and objective disposal process
- Asset Management Intelligence services
- Access to new geographic markets for sellers
- Quick easy access to needed assets for buyers
- Complete Transparency & real time bidding
- Bid history available of all the bidders and gives a complete audit trail
- Access to database and trading environment.

## Our Key Strenghts:

### Pedigree:

- A part of US \$ 2.4 bn Kalyani Group company
- Over 10 years of successful operations
- An ISO 9001: 2000 certified company.
- Industry leading technology
- Globally benchmarked processes
- Domain rich consultants

## Our Other Services:

- Procurement Auction Services
- Procurement Outsourcing
- Supply Chain Management
- IT Services

We have a national presence with branches in  
Mumbai, Chennai, Bangalore, Mysore, Coimbatore, Rajkot, Delhi, Jalgaon, Nashik.

For more details contact:

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