

# BUSINESS VALUE ASSESSMENT

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# ABOUT CVA

The Certified Valuation Analyst (CVA) Credential Is One Of The Most Respected Global Designations In The Field Of Business Valuation. Awarded By The National Association Of Certified Valuators And Analysts (NACVA), The CVA Certification Represents Excellence In Valuation Theory, Analytical Rigor, And International Valuation Standards.

## The designation is recognized by:

- Global corporations
- Private equity and venture capital investors
- Banks and financial institutions
- Auditors and regulatory bodies worldwide

Receiving The CVA Signifies A Professional's Capability To Deliver Credible, Transparent, Defensible, And Globally Aligned Valuation Services.



## OUR ACHIEVEMENT

### SEJAL RONAK AGRAWAL, (CVA)

Mrs. Sejal Ronak Agrawal is a valuation and corporate finance expert with 11+ years of experience across Business Valuation, Capital Markets, Company Law, and Transaction Advisory. As a Certified Valuation Analyst (CVA – NACVA, USA), she applies globally accepted valuation standards and advanced analytical methodologies.

She has led valuations for fundraising, M&A, financial reporting, ESOPs, and regulatory compliance across multiple industries. Her core expertise includes fair value assessments, IND AS advisory, forensic accounting, and strategic financial insights.

Guided by her strong professional credentials, she leads Procurve Valux toward delivering credible, high-quality, and globally trusted valuation services.

- FCA, CS
- IP (IBBI)
- RV (SFA)
- (IBBI) Social Auditor
- FAFD (ICAI)
- DISA (ICAI)
- IndAS (ICAI)
- Concurrent Audit (ICAI)
- ID (MCA-IICA)
- CVA (USA, NACVA)



## OUR TEAM

### A.D,CVA

#### ASSOCIATE PARTNER

A.D is an accomplished finance professional with over nine years of specialized experience in business valuations across the US and Indian markets. A Certified Valuation Analyst (CVA) with a dual background in Engineering and Finance (MBA), he brings a uniquely technical and analytical lens to complex financial engagements.

An Ex-Big 4 professional, A.D has led end-to-end projects for financial reporting, tax valuations, and portfolio reviews. His sector expertise spans high-growth industries including biotechnology, energy, and e-commerce. He is a specialist in Purchase Price Allocations (ASC 805 / Ind AS 103) and Goodwill Impairment, recognized for delivering actionable insights that support strategic growth and regulatory compliance.



### NITISH KHEMKA

#### ASSOCIATE PARTNER

Nitish has 11+ years of experience in audit, business valuation, and U.S. financial reporting, specializing in U.S. GAAP valuations such as 409A, ASC 718, ASC 805, ASC 350, and ASC 820. He has executed valuation assignments for large private equity funds, venture-backed startups, and public companies across technology, healthcare, consumer, and financial services sectors.

He began his career at Ernst & Young, later working in EY Mumbai and EY New York, and has trained over 1,500 professionals globally in business valuation, corporate finance, and financial modeling. Nitish also brings hands-on experience in finance leadership, capital structuring, and incentive design. He holds an MBA in Finance and Business Analytics (Gold Medalist).



## VATSAL DABHI



### OUR MANAGING TEAM

Mr. Vatsal Dhabhi, a highly qualified B.E. in Mechanical Engineering, Chartered Engineer (IEI), and IBBI Registered Valuer for Plant and Machinery (Reg. No. IBBI/RV/02/2022/15167). Mr. Dhabhi offers expert valuation services for plant and machinery, providing accurate reports for tax assessments, insurance, and financial purposes. He is also a Competent Person under the Gujarat Factories Act and holds NDT ASNT Level-2 certifications in various testing methods. As an approved valuer for Punjab National Bank (PNB), he provides trusted valuations for financial assessments. Additionally, he offers technical certifications, condition assessments, and residual life evaluations of machinery, supporting businesses comprehensive and reliable solutions.

## VAIBHAV JADAV



### OUR MANAGING TEAM

Mr. Vaibhav Jadav is a Govt. Registered Valuer (IBBI), AIME, B.E. in Civil Engineering, and an AUDA Approved Engineer. Mr. Jadav is empaneled with Punjab National Bank (PNB) as an approved valuer for plant and machinery valuation. As a Chartered Engineer, he provides expert opinions and certifications on various technical matters related to plant and machinery, buildings, and infrastructure projects. His services include condition assessments of machinery, determining residual life, assessing current market value for tax purposes, and providing certifications required under the Companies



## **DIMPLE SONI**

### **ASSISTANT VALUATION ANALYST**

Dimple is a seasoned financial professional with over five years of experience specializing in Business Valuation and Ind AS implementation. She holds a Bachelor of Commerce (B.Com) and is an Inter CA from the Institute of Chartered Accountants of India (ICAI). By combining her academic background with a rigorous three-year articleship in statutory audit and taxation, she effectively integrates audit discipline with advanced technical valuation expertise.

Currently, she plays a key role in integrated valuation assignments, ensuring financial accuracy, regulatory compliance, and robust internal controls. Her dual expertise allows her to deliver reliable, high-quality insights across complex corporate advisory engagements, bridging the gap between technical accounting standards and fair value measurements.



## **SANJAY SONI**

### **ASSISTANT MANAGER – VALUATION ADVISORY**

Mr. Sanjay Soni is an Assistant Manager – Valuation & Secretarial Advisory with 3+ years of experience in business valuation, financial analysis, and secretarial compliance. He is a B.Com graduate from Gujarat University and a Company Secretary (CS) Finalist.

At Procurve Valux PVT.LTD., he handles valuation assignments, financial modeling, due diligence, and compliance advisory for listed and unlisted companies, SMEs, startups, and HNIs.



## **BHARGAV SHAH**

### **ASSISTANT VALUATION ANALYST**

Bhargav is a finance enthusiastic with a strong foundation in finance, audit, accounting, and financial assurance. Currently a CA Finalist and CFA Level II candidate, he combines a structured analytical mindset with practical experience in regulatory compliance and risk assessment.

His expertise spans valuation advisory, statutory and concurrent audits for nationalized banks, internal audits for listed companies and financial reporting for government entities. Bhargav performs a key role in ensuring operational efficiency and financial accuracy, delivering robust insights across complex valuation and advisory engagements.



## **ASHISH MER**

### **ACCOUNTANT AND DIGITAL MARKETING EXPERT**

With a Master's degree in Commerce from Gujarat University and 2.5 years of hands-on experience, Ashish brings a unique blend of financial precision and digital growth expertise to our team. He specializes in Tally Prime, GST compliance, and TDS filing, ensuring robust financial health for clients.

Ashish bridges the gap between traditional accounting and modern digital growth. Beyond the numbers, Ashish is a skilled digital marketer, leveraging social media platforms like LinkedIn, Instagram, Facebook and Meta to build impactful online presences.

# OUR EXPERTISE

**As a CVA-certified professional, Sejal Agrawal brings deep knowledge in:**

- Business valuation methods
- Financial analysis & forecasting
- Industry benchmarking & strategic review
- Scenario & sensitivity modelling
- Fair value measurement under IFRS/US GAAP
- Understanding of macroeconomic & sectoral valuation drivers

Our solutions combine global valuation standards with industry-specific insights for accurate and informed outcomes.

**Specialized Valuations Include:**

- Purchase Price Allocation (ASC 805) and intangible asset valuations
- Goodwill and asset impairment testing (ASC 350 / 360)
- 409A, ASC 718, and fair value measurements (ASC 820)
- Valuation opinions for M&A, restructuring, and strategic decisions
- Gift & estate tax and closely held business valuations



# WHY CHOOSE CVA-CERTIFIED VALUATION SERVICES?

## ✓ **Global Recognition**

CVA valuation reports are respected and accepted internationally.

## ✓ **Transparent & Defensible Valuations**

Methodology-driven reports withstand scrutiny by auditors, investors, and regulators.

## ✓ **Compliance with International Standards**

CVA valuations adhere to:

- NACVA Standards
- IVS (International Valuation Standards)
- IFRS / Ind AS Fair Value requirements
- AICPA Valuation Guidelines

## ✓ **Advanced Analytical Techniques**

Including:

- Weighted average cost of capital (WACC) modelling
- Economic value assessment
- Multiple-scenario valuation
- Market & transaction comparables

## ✓ **Client-Focused Approach**

Every valuation is customized based on:

- Business model
- Industry environment
- Regulatory framework
- Strategic objectives



# OUR COMMITMENT, VISION & MISSION

## **We Are Committed To:**

- Precision in analysis
- Integrity in reporting
- Confidentiality in data handling
- Transparency in methodology
- Global-level professional excellence

Through the CVA framework, we deliver valuations that help clients make confident and informed decisions.

## **Vision With Action :**

To become one of the most trusted and globally recognized valuation partners, offering world-class solutions supported by international certifications, ethical standards, and technical expertise.

## **Mission We Are For :**

- To deliver globally accepted valuation reports
- To support businesses in fundraising, mergers, restructuring, tax compliance, and financial reporting
- To provide clarity and insight through robust financial modelling and research
- To continuously strengthen our knowledge through international learning and certifications



# KINDS OF VALUATIONS COVERED UNDER CVA

The CVA program equips professionals to perform valuations such as:

## Specialized Compliance Valuations – Supporting regulatory compliance and financial reporting:

- 409A – Private company equity valuations
- ASC 718 – Stock-based compensation valuations
- ASC 820 – Fair value measurement of assets and liabilities
- ASC 805 – Business combination and purchase price allocation valuations
- ASC 350 – Goodwill and intangible asset impairment testing

## Business Valuation

Valuation of entire businesses (private or public), including

- Start-ups
- MSMEs
- Large enterprises

## Equity & Share Valuation

Valuation of

- Equity shares
- Preference shares
- Minority & majority stake valuation
- Shareholder dispute valuation

## Enterprise Valuation for Transactions

Valuations needed for:

- Mergers & Acquisitions (M&A)
- Joint Venture formation
- Buy/Sell transactions
- Fairness opinions

## Financial Reporting Valuations

Valuations needed for:

- Purchase Price Allocation (PPA)
- Impairment Testing (IAS 36)
- Fair Value Measurement (IFRS 13)
- Investment property valuation

### **Start-up & Fundraising Valuation**

Valuation required for:

- Seed round
- Angel round
- Series A/B/C funding
- SAFE/CCPS/Convertible instruments

### **ESOP (Employee Stock Option) Valuation**

Fair value calculation for:

- ESOPs
- Sweat equity
- Management incentive plans

### **Intangible Asset Valuation**

Valuation of:

- Brand
- Trademarks
- Intellectual property
- Patents & technology
- Customer relationships
- Non-compete rights

### **Complex Financial Instruments Valuation**

Such as:

- Options
- Derivatives
- Hybrid instruments
- Preference capital structures

### **Litigation & Dispute Valuations**

Valuations for:

- Arbitration cases
- Shareholder disputes
- Family settlements
- Partnership disputes

### **Portfolio & Investment Valuation**

Valuation of:

- Private equity / venture capital portfolios
- Strategic investments
- Financial instruments held by institutions

### **Economic Damages & Lost Profit Analysis**

Used in:

- Contract disputes
- Insurance claims
- Legal damage assessment

## GLOBAL CLIENT REACH

We proudly serve clients from all industries and across multiple countries, wherever CVA-certified valuation expertise is required.

Our global approach ensures international comparability, accuracy, and professional reliability.

## Contact us

**SEJAL RONAK AGRAWAL**  
( CVA , CA , IP, RV )

**Director**

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