



Tzar Investment Group, LLC

A global investment advisory, consulting, and strategic business development firm

US-India Investment Fund, LP

A New York registered private equity fund





“Joint venture collaborations and business expansion opportunities between companies from the U.S. and India”

Tzar Investment Group, LLC is a global investment advisory, consulting, and strategic business development firm with offices in Providence, RI, New York City, and Chennai, India. Tzar’s primary mission is to develop, structure, and implement cross-border Joint Venture (cbJV) investments and business expansion opportunities between companies from the US and India.

Tzar was founded in 2008 to meet the growing demand and need for information and advice on global business development by small to medium sized enterprises in the US and India. The partners have over 125 years of combined experience in international business and finance, investment banking, entrepreneurship, M&A, management consulting, and corporate restructuring across a wide array of industries.

Tzar is currently focused on launching several cross-border JV projects on behalf of US based

clients expanding into or entering the Indian market for the first time.

Tzar is also advising several well-established private sector companies from India on how to most effectively structure and launch their business activities in the U.S. and beyond. These companies are taking advantage of the currently weak U.S. economy to leverage strategic investments and acquisitions that would not have been feasible or economically viable just a few short years ago.

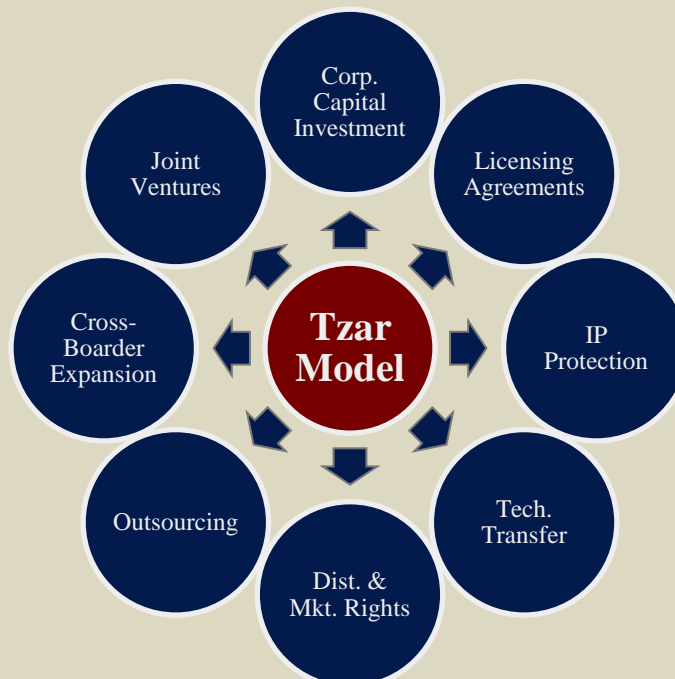
Tzar partners have the expertise, knowledge and network to develop, structure, and market cbJV. Tzar’s philosophy has always been to work as a long-term equity “partner” with our client companies rather than retained advisory firm or project specific consultant. Thus, the success of Tzar relates directly to the ongoing long-term growth of our client/partner companies.



“Business due diligence, capital structure of the cbJV, strategic acquisitions/investments, global investment banking, international business development, marketing strategy”

Tzar provides a wealth of expertise and know-how to its clients and corresponding cbJV partners, including: business due diligence, cross-cultural communications, business practice facilitation, capital structure of the cbJV, strategic acquisitions/investments, global investment banking, international business development, innovative cross-border marketing strategy, entrepreneurial management, corporate capital access, and cross-currency investment strategy.

Tzar has developed a unique model which brings a strong winning and profitable collaboration for our clients and their partners.



The model includes:

- Traditional corporate capital investment
- Exclusive licensing agreements
- Intellectual property rights protection
- Technology transfer
- Distribution & marketing rights
- Offshore manufacturing & sourcing
- Expanded cross-border sales & marketing
- Corporate joint ownership

The cbJV model only works effectively for certain kinds of companies. Thus, Tzar chooses each of its clients carefully and undertakes a rigorous due diligence process to determine whether their global business expansion project has merit, can be successfully implemented, and is cost-effective in terms of overall budget, logistics and timing. Tzar's cbJV project implementation strategy is based on the following key principles:

- Gain complete understanding of the client's core business and growth strategy
- Analyze the investment/expansion opportunity the client seeks to undertake
- Confirm and establish a clear and focused cross-border JV opportunity/strategy
- Research and understand the target market and all revenue opportunities
- Advise on overall capital requirements and appropriate structure (equity/debt)
- Identify and select best-in-class investment

“A vast network of private and public companies, government institutions, and high-level officials throughout India and the U.S”

bankers, funds, alternative investors

- Assess direct and internal investment options, as well as 3rd party capital
- Identify prospective cbJV partners and manage communications between the partners, regulators, customers, investors, etc.
- Negotiate the best investment terms possible on behalf of the client
- Help prepare all necessary investment offering documents, JV/M&A contracts, etc.
- Organize client “road shows” to open up new markets, partners, etc.
- Help prepare materials and other necessary documents/forms for “road show”
- Access Tzar's network of potential strategic business partners in order to maximize growth/expansion opportunities for the client

Tzar's model of combining global business

Key Country Facts

Average Annual Growth	Last 5 years	Last 10 years	Last 15 years
US Capital Market: DJIA	1.59%	3.54%	5.74%
Indian Capital Market: BSE 30	13.70%	24.70%	17.06%
US GDP	0.52%	1.62%	2.54%
Indian GDPP	8.18%	7.85%	7.03%



US-India Investment Fund, LP

The US-India Investment Fund (USIIF) is a New York based private equity fund launched in 2011 by key partners of Tzar. USIIF invests in later stage Indian and US companies seeking to enhance their business activities in both markets. USIIF targets enterprises that display strong entrepreneurial, sales, and manufacturing skills, coupled with cutting-edge technology and know-how and a desire for global expansion. The fund is managed by several General Partners and selected investment professionals. The management team consists of talented and globally connected professionals who have extensive experience in investment banking, management consulting, business development, private equity, and legal services. The team leverages its knowledge, connections, network, and support to assist partners and portfolio companies to seize organic growth. To be considered for investment, a company must be engaged with Tzar Investment Group. The GPs are currently seeking capital for USIIF through Limited Partners.

Unique Advantage

Partnership & Investment Value:

The Tzar model of creating joint collaboration projects between companies in the US and India prior to investment by USIIF and other 3rd parties enhances their intrinsic value and greatly reduces the risk usually associated with cross-border investments. Tzar and USIIF have cultivated a philosophy of creating long-term strategic equity partnerships with their target companies and management teams. This provides Tzar and USIIF a platform to help portfolio companies explore strong business synergies through their global network of expertise in various industries. Tzar and USIIF are jointly committed to achieving superior, long-term returns on investment for their partner companies and investors.

Leader in a fast-growing area:

Tzar is a leading investment consulting company in the cross-border JV business of US and India, and USIIF has some of the best expertise and globally connected professionals across key target industries. With the rapid growth of mid-sized Indian companies seriously considering expansion opportunities in the US (coupled with the rapidly growing Indian economy), more and more US companies are focusing their sights on India. Tzar and USIIF are dedicated to seizing and maximizing the huge opportunities afforded by this increase in US/India cross-border activity.

“Team Tzar is comprised of senior management executives with international business development and finance experience.”

Team Tzar is comprised of senior management executives with international business development and finance experience honed at well known multi-national companies such as Merrill Lynch, W.R. Grace & Company, 20th Century Fox, Advanced Reconnaissance, and many others. Tzar’s partners have over 125 years of combined experience and know-how in international business and finance, investment banking, entrepreneurship, M&A, management consulting, and corporate restructuring across many specific industries.



Lawrence C. McQuade

Executive Chairman/Partner; General Partner of USIIF

- Asst. Secretary of Commerce during Kennedy/Johnson administrations
- CEO of Procon Incorporated (overseeing then largest LNG facility)
- Executive VP and Board Member of W.R. Grace & Co.
- Vice Chairman of Prudential Mutual Funds
- Founding Partner of River Capital
- Graduate of Yale University, Oxford University (Rhodes Scholar), & Harvard Law School



Hirak Biswas

CEO/Founding Partner; General Partner of USIIF

- VP at Merrill Lynch (Investment Banking, M&A, Private Client Group)
- Corporate Financial Advisor to the Indian State during mid 90’s
- Managed & advised several successful SMEs
- Founded & successfully exited several companies including Aptus Technology (fiber optics) & Advances Tactical (military vehicles)
- Graduate of University of Calcutta, SIT (USA) & Selly Oak Colleges (UK)



Kevin Kading

VP Capital Markets/Partner

- 30+ years experience on Wall Street in M&A and investing in various companies; acquired and turned around several distressed business
- Launched and acquired companies in various sectors through Kading Companies
- Chairman of Phantom Fibers Corps and among others
- Member of the Securities Traders Association of New York since 1995
- Graduate of Bennett College, NY



Rajendra Kumar

VP Country Manager India/Associate Partner

- 25 years of experience in business development, project management, and human resources at various private sector companies in India
- Owner/Managing Director Auroace Management Pvt. Ltd.
- Responsible for new business development, JV implementation and special projects coordination for Tzar and its clients in India
- Education: MBA from Madurai Kamaraj University



Colonel (Ret) Rick White

VP Defense & Security Projects

- Retired from US Army after 28 years of service
- Founder and President of Indus Strategic Solutions LLC
- Served in multiple assignments in India for 10 years
- Senior Defense official and Defense Attaché, New Delhi, India
- US Army Attaché to India
- US Defense and Army Attaché to Afghanistan
- Chief, Office of Defense Cooperation—India and Nepal, New Delhi, India
- 14 years overseas experience in India, Afghanistan, Middle East and Europe.



P. Hart Callahan

Senior Analyst

- Responsible for company due diligence, investment valuations, joint collaboration agreements and creative deal structuring for Tzar client companies
- Creates documentation necessary for Tzar client companies, USIIF portfolio companies, and institutional and high net worth investors
- Supports VPs and Partners in the US & India
- Reports on the current state of the US & India economies
- Education: BA Bryant University, MBA Bryant University



Malvika Tibrewala

Junior Analyst

- Responsible for research and understanding of client's core business.
- Analyze the investment/expansion opportunity.
- Identify prospective JV partners and manage communication between clients.
- India Project Coordinator
- Reports on the current state of the Indian economy, politics, business environment and FDI
- Education: BA Bryant University

Partners & Affiliations





Tzar
Investment
Group

USIIF

US-India Investment Fund

Tzar Investment Group – a long-term equity partner

Tzar Investment Group

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