

The role of Life Cycle Investment Bankers: Nurture, Mentor, Advise, Encourage and Transact



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At Keynote, we have had the privilege of contributing to India's growth story by fulfilling a wide range of corporate needs through fundraising and M&A initiatives spanning over three decades. We have also been Life Cycle Investment Bankers to a number of corporates. As the name suggests Life Cycle Investment Banker is a term that has evolved to define only those who are involved and engaged by companies through their journey of transformation and growth.

Life cycle investment bankers are often recognized for their pivotal role in facilitating transactions such as mergers, acquisitions, and capital raises. However, their contributions extend far beyond these traditional transactional services. From guiding companies through strategic growth phases to assisting them evaluate financial risk, advising on structuring and shaping investor perception: life cycle investment bankers play a multifaceted role that significantly impacts a company's journey. In this article, we will explore the essential role of life cycle investment bankers with various stakeholders at each stage of the company's evolution.

- **Understanding the Needs of the Company, and its Promoters/ Founders/ Management-** Engaging with the Company and its team to understand its history and background, its industry, business strengths and the philosophy is the first step in building a foundation of a relationship. Assisting in defining long term

and short term objectives of the company and its stakeholders helps in providing customized solution appropriate for the particular client.

- **Knowledge, Network, Expertise and Credibility** – Experience and connect with best in class professionals from all fields (HR, Tax, Consultants), knowledge of the industry combined with capability to deliver is available to the clients. At Keynote, we have built trust and credibility in the industry through our work .
- **Maintaining Integrity and Ethical Standards** - Adhering to honourable standards and complying with regulatory requirements are non-negotiable aspects of building trust.
- **Shaping stakeholder expectations** - by advising on balancing the interests of promoters, the company and investors; by understanding each stakeholder's objectives and communicating transparently. We find common ground to align diverse interests.

In India, where the top 50 Nifty companies have promoters and promoter groups holding nearly 45% of the shareholding, life cycle investment bankers find a significant and expanding market opportunity. This high level of promoter ownership creates a unique landscape for investments, where the need to balance long-term capital requirements with the promoters' desire to retain control becomes crucial. Life cycle investment bankers play a pivotal role in navigating this complex dynamic by structuring deals that align with both parties' interests.

Finally, the role of a Life Cycle Investment Banker extends to persistent value creation and proactive risk management, ensuring that financial strategies evolve with the company's needs. This comprehensive involvement not only supports immediate transactional needs but also drives sustained growth and stability, making life cycle investment bankers crucial partners in long-term business success.