



ASCELA Infrastructure Advisory

ASCELA is a professional service company, registered in India and UAE, providing strategic advisory services to organizations and individuals in the Infrastructure development space.

Capability Statement | 2023

ASCELA

ASCELA is a professional service company providing advisory support to public and privately held organizations, helping them enhance efficiency through strategic analysis.

ASCELA Infrastructure Advisory | About us

Our capabilities and key strength

ASCELA is a professional service company incorporated in UAE and India, providing advisory services to organisations since 2018, helping them enhance efficiency through analysis of business, operational, financial, economic, technical, and strategic challenges. ASCELA is recognized by the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Govt. of India, under the Start-up India initiative (Recognition ID - DIPPI17959). ASCELA is a member of Dubai Chamber of Commerce and is a Dun & Bradstreet D-U-N-S® Registered Company (D-U-N-S® Registered Seal# 84-999-0674).

Infrastructure Advisory



Ports/ Shipping



Inland Waterways



Urban Transport



Logistics



Air Cargo

Sports Advisory



Stadium/ Arena



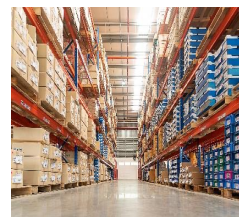
Program Management



Hospitality



Commercial/ Residential



Warehouse

Design & Build

Our Team

Our founders and experts have experience of working on various large-scale multidisciplinary domestic and international consulting engagements, for promoters and decision-makers in India, Singapore, Australia, Indonesia, Germany, UAE, Sultanate of Oman, Kingdom of Saudi Arabia, State of Kuwait, Qatar, Egypt, and Kenya.

ASCELA's Experience and Strength

40+	Projects in India and other geographies
15+	Experience with Government Entities
5+	Years in Business
5	Experience in Countries
2	Offices in Countries

Business Relations

25+	Clientele and Corporate Relations
10+	Public Sector Clients
9	Empanelment and Strategic Partnerships

Member of the UN Global Compact



UN GLOBAL COMPACT PARTICIPANT

WE SUPPORT THE MISSION OF THE UNITED NATIONS GLOBAL COMPACT TO

MOBILIZE A GLOBAL MOVEMENT OF SUSTAINABLE COMPANIES AND STAKEHOLDERS TO CREATE THE WORLD WE WANT



ASCELA, being engaged with UN Global Compact, is committed to sustainable and responsible business practices and has been working with various Recognized Authorities in MENA region.

Registered as Corporate Member with -

 <p>DUBAI CHAMBER OF COMMERCE</p>	 <p>DUN & BRADSTREET</p>	 <p>FICCI</p>	 <p>PHDCCI</p>
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Other key Empanelment and Alliances

 <p>CRDF</p>	 <p>Cantonment Board Ambala, India</p>	 <p>Sports Development Authority Tamil Nadu</p>	 <p>Cantonment Board Kirkee</p>	 <p>Manipur Industrial Development Corporation Limited</p>
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ASCELA Infrastructure Advisory has been closely working with the multilateral, like the World Bank and European Bank for Reconstruction and Development (EBRD), on key engagements

Experience with Private Players and Multilaterals

Urban Logistics

World Bank Group

- 1 Market, Financial and Economic Assessment, for the Provision of Logistics Services through Rapid Rail Transport System (RRTS/ RAPIDEX) Corridors Delhi-SNB, Delhi-Panipat, and Delhi-Meerut
- 2 Development of an Operation Plan for the Provision of Logistics Services through the Delhi-SNB Corridor of RRTS

Ports and Maritime

European Bank for Reconstruction and Development (EBRD)

- 1 Advisor (Dry Port Expert) to provide project preparation support to EBRD and the Client for procuring the 10th of Ramadan Dry Port and Logistics Centre under the PPP model

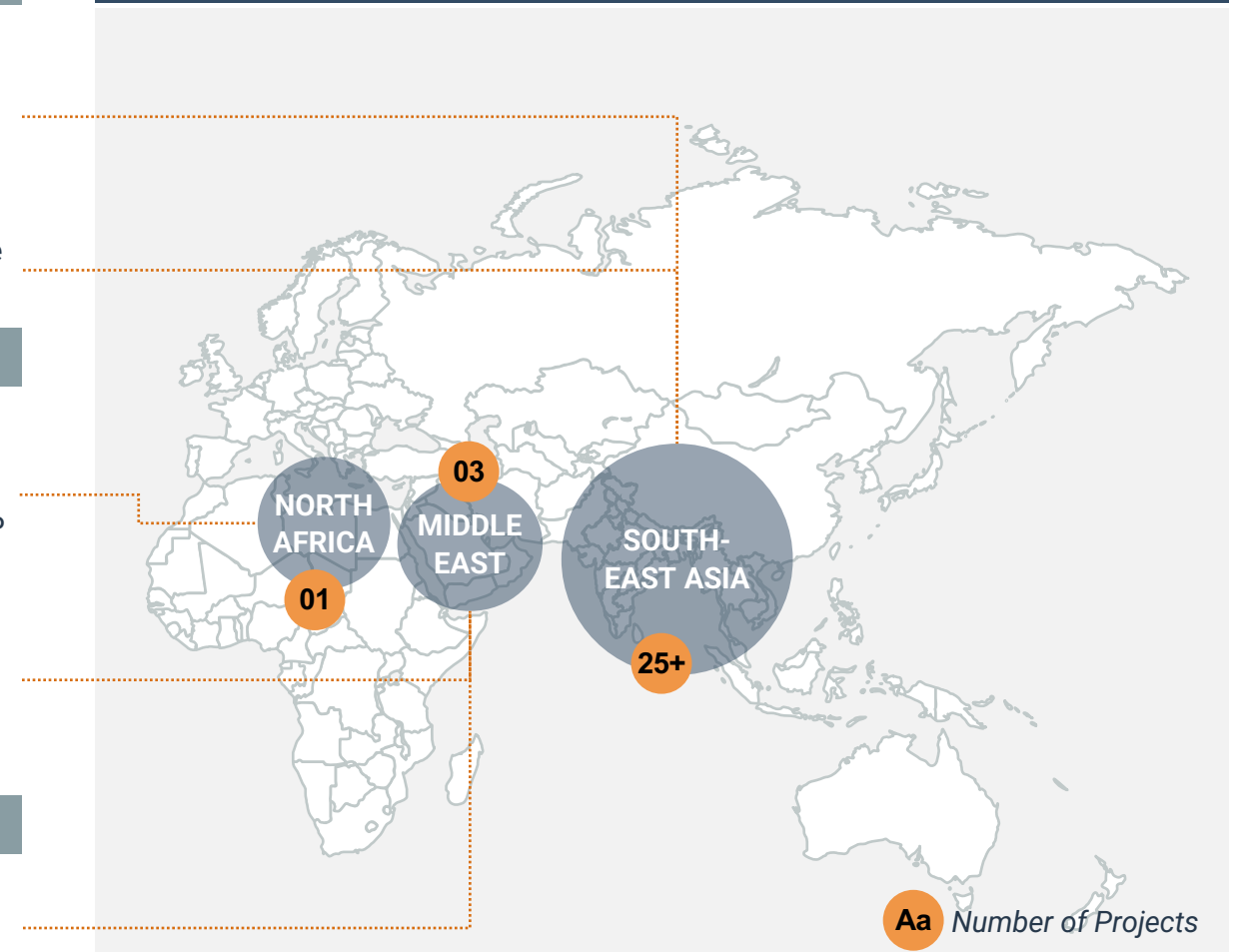
Synergy Consulting; Essar Group

- 2 Market and Strategic Assessment for the development of select multipurpose terminals at eight MAWANI-owned ports in the Kingdom of Saudi Arabia.

Logistics and Supply Chain

- 1 Supply Chain and Logistics Demand Assessment for warehousing FMCG company operating in the State of Kuwait

Our Global Experience with Private Players and Multilaterals



We offer a wide service offering to meet clients' growing needs. Some of our key services include Strategic and market assessment, Program management, and transaction advisory.

Experience with Government Entities

Key Government Engagements in India

› Sports Advisory

- › Department of Sports, Government of Punjab

› Road and Rail Infrastructure

Road-based Development Authorities

- › National Highways and Infrastructure Development (NHIDCL)
- › U.P. State Urban Planning Department

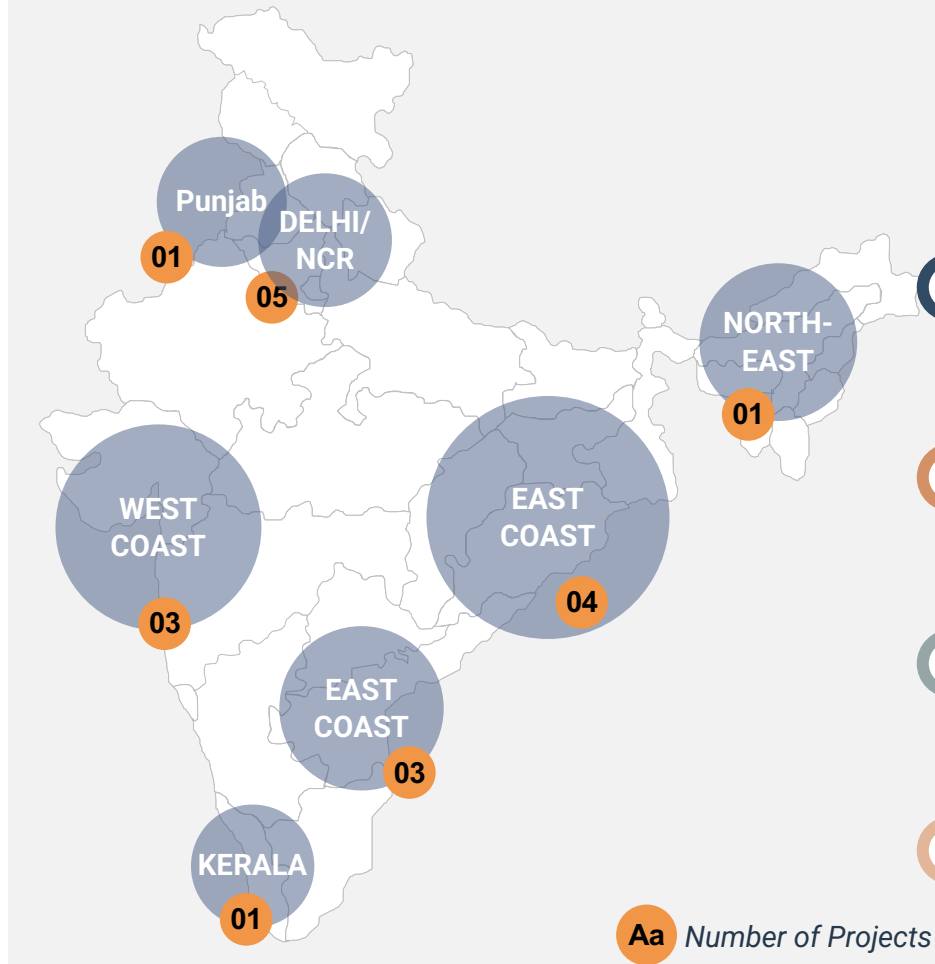
Rail-based Development Authorities

- › National Capital Region Transport Corporation (NCRTC)
- › Railway Land Development Authority (RLDA)

› Ports and Shipping

- › Jawaharlal Nehru Port Authority, Mumbai
- › Deendayal Port Authority, Gujarat
- › Kolkata Port Authority (SMPK), West Bengal
- › Vishakhapatnam Port Authority (VPA), West Bengal
- › Maharashtra Maritime Board (MMB), Maharashtra
- › Malabar International Ports & SEZ Limited, Kerala

Our Engagement with Public Sectors in India



› Inland Waterways

- › Inland Waterways Authority of India (IWAI)

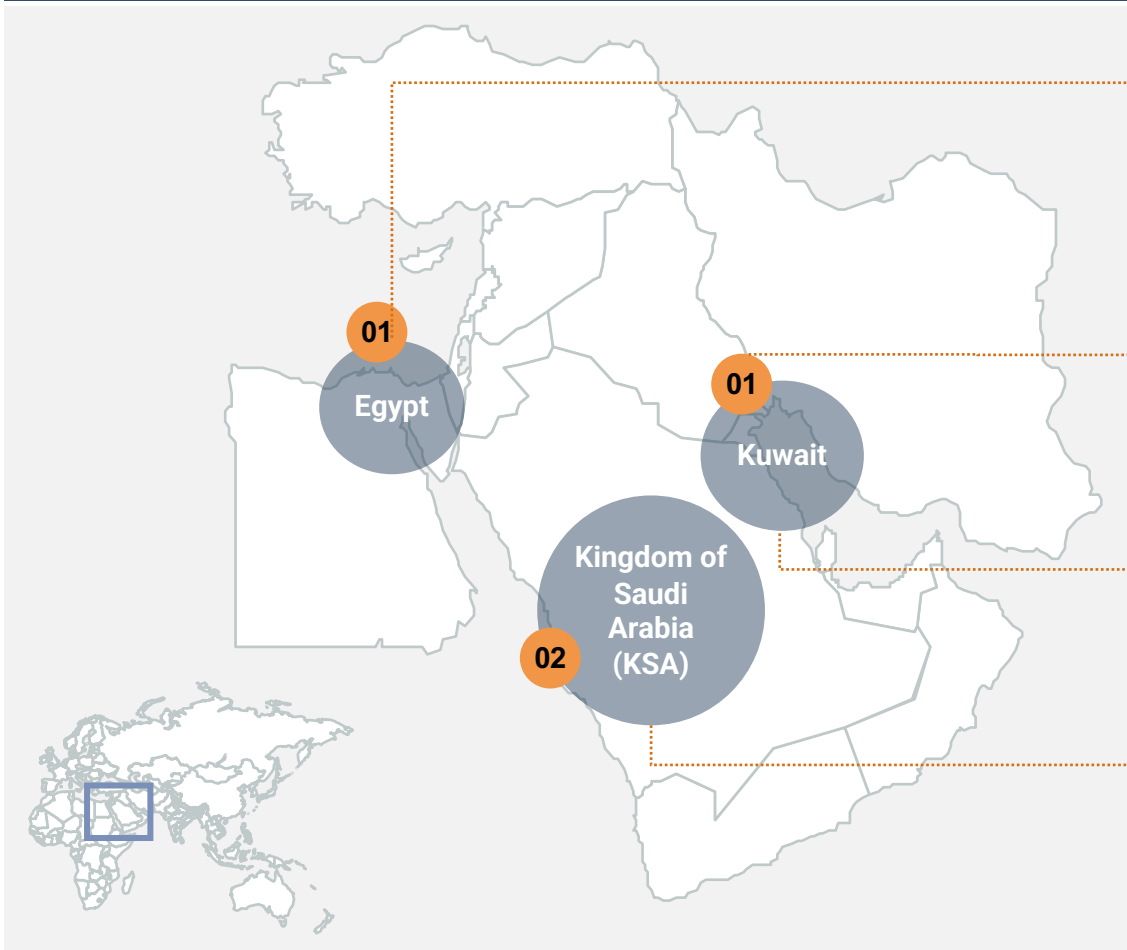
Key Services

- 1 Techno-economic Feasibility Studies**
Traffic assessment, Financial and Economic assessment, and support in preparation of DPR and bid documents.
- 2 Government Advisory (PPP)**
Policy analysis, evaluation and feasibility studies. sector analysis and preparation of action plan.
- 3 Project Finance and Bid Advisory**
Financial structuring including strategizing and optimizing financing structure to gain stakeholders' returns.
- 4 Business Planning**
Business plan optimization for operational efficiencies of projects and strategizing financing options.

ASCELA Infrastructure Advisory has been actively providing management consultancies to various Government Authorities and Private Players in the Middle East and North Africa (MENA) region on key engagements

ASCELA | Experience in MENA Region

Our Experience in MENA Region

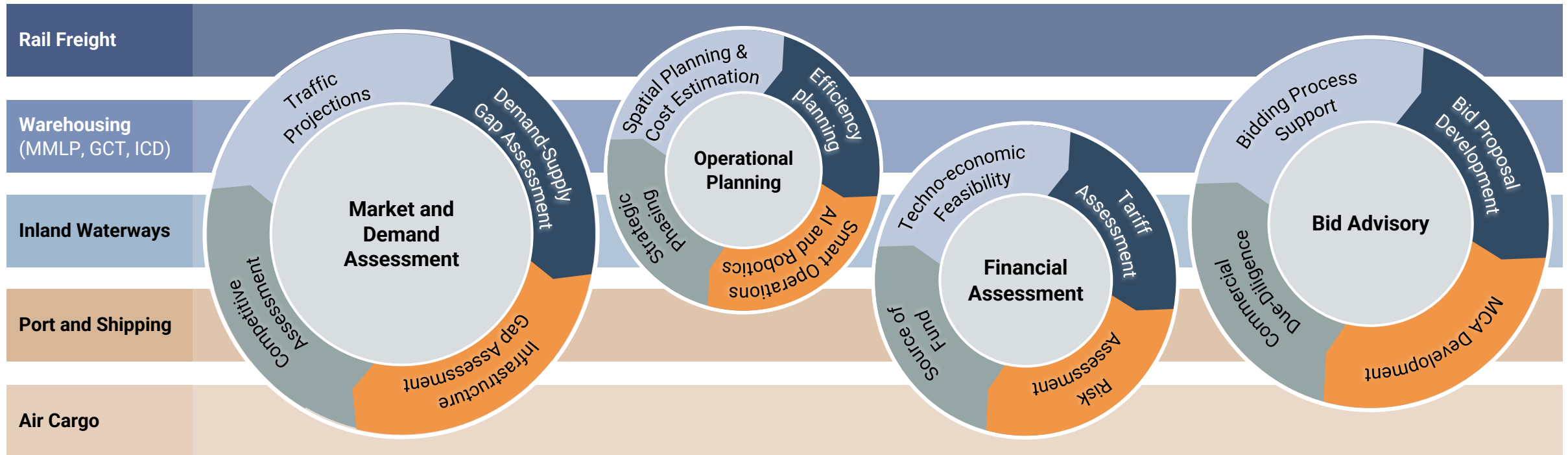


Key projects in MENA Region

- 1 Advisor (Dry Port Expert) to provide project preparation support to EBRD and the Client for procuring the 10th of Ramadan Dry Port and Logistics Centre (Egypt) under the PPP model.**
Client: European Bank for Reconstruction and Development (EBRD)
Year: 2021 - Ongoing
- 2 Supply Chain and Logistics Demand Assessment for warehousing FMCG Company operating in the State of Kuwait**
Client: ENY Consulting
Year: 2023 - Ongoing
- 3 Development of Riyadh's Sport Boulevard at Riyadh, Kingdom of Saudi Arabia.**
Client: COEN+PARTNERS, TYPSA, and Eldorado
Year: 2020
- 4 Market and Strategic Assessment for the development of select multipurpose terminals at eight MAWANI-owned ports in the Kingdom of Saudi Arabia.**
Client: Synergy Consulting; Essar Group
Year: 2021

ASCELA's Infrastructure Advisory team holds diverse experience in logistics and supply chain solutions for Maritime, Inland Waterways, Air Cargo, Road and Highways, and Railways projects.

ASCELA Infrastructure Advisory | Service offerings



- ✓ Key growth opportunities for the target development in its hinterland
- ✓ Likely future traffic at the target asset

- ✓ Optimum supply chain solution
- ✓ Likely cost of development (Project-phasing)
- ✓ Cost and Supply Chain Process Optimisation

- ✓ Return on Investment from the proposed development
- ✓ Investment sensitivity and impact on profitability.

- ✓ Preparation of relevant bid proposals and documents.
- ✓ Support in commercial Due-Diligence for fund lending

KEY RECENT PROJECTS

INFRASTRUCTURE ADVISORY



Select recent assignments undertaken by ASCELA Infrastructure Advisory team

Business Plan/ Financial assessment Assignments

Business Plan/ Financial assessment



Business Plan for RRTS Cargo Operation (2022-Ongoing)

The World Bank Group

Market and Business Advisory, Financial and Economic Assessment, and Operation Planning for the Provision of Logistics Services through Delhi-NCR RRTS/RAPIDX Corridors

Business Plan for RRTS Cargo Operation (2023-Ongoing)

Noma Infrastructure; Merizen (erstwhile BMT India)

Financial Assessment and Project Teaser for development of Liquid Cargo Storage Tank Farms at Dahej, Gujarat



Grant Thornton

Economic Assessment (2022-ongoing)

Grant Thornton Bharat LLP

Economic Viability Analysis of the Kalpasar Dam Project

TEFR study (2020-21)

AMNS; C2S2 Consulting Solutions Services Pvt Ltd

Market Assessment for an Integrated Steel Plant and Technical Feasibility Study for the associated jetty facility at Paradeep Port, Odisha.



European Bank
for Reconstruction and Development

Perspective Plan and Transaction Support (2021-ongoing)

EBRD; GALDP; Synergy Consulting

Advisor to provide project preparation support to EBRD and the Client for procuring the 10th of Ramadan Dry Port and Logistics Centre under the PPP model

Market Plan and Financial Assessment (2022-23)

JM Baxi Group; Merizen (erstwhile BMT India)

Market and Traffic assessment, and Financial assessment for the development of Coastal Berth and Shallow Water Berth (CWB) at JN Port in Mumbai.



Market Plan and Financial Assessment (2021-22)

Shapoorji Pallonji; Merizen (erstwhile BMT India)

Market, Financial, and Marketability Assessment for development of the Floating Storage and Regasification Unit (FSRU) at Mumbai Harbour

Market and Financial Assessment (2021-22)

Vishakhapatnam Port Authority; Merizen (erstwhile BMT India)

Market and financial feasibility assessment for development of bulk cargo berth WQ-6 at inner harbour of VPT at PPP mode



Business Plan/ Financial assessment (contd..)



Business Potential Assessment (2021-ongoing)

TATA Consulting Engineers; Govt of Kerala

Hinterland Business Potential Report (HBPR) for establishment of Industrial Parks and SEZs near Azhikkal Port



Financial Assessment (2020-21)

Railway Land Development Authority (RLDA)

Financial assessment for redevelopment of Puri Railway Station on PPP mode



Project Consultant (2021)

COEN+PARTNERS, TYPSA, and Eldorado

Development of Riyadh's Sport Boulevard at Riyadh, Kingdom of Saudi Arabia



Business Planning (2019-20)

Sacred River Management Private Limited

Assessment of cold-chain and associated Agri warehousing and logistics infrastructure in North East Region of India



Market and Financial Assessment (2021)

TATA Consulting Engineers; JM Baxi Group

Traffic Study for developing a Greenfield Freight Village Adjoining Balagarh near Kolkata Port – Traffic, Market, and Financial Assessment



Perspective Plan (2019-20)

Maharashtra Maritime Board; EY LLP

Advisor to Ernst & Young (EY) for preparation of 10 years Perspective Plan for the Port and Maritime sector in the state of Maharashtra, India



TEFR study (2019)

EY LLP; National Capital Region Transport Corporation

Potential assessment for provision of logistics services through Delhi-Meerut RRTS corridor; Financial and Economic assessment of the project



DPR preparation (2018-20)

TATA Consulting Engineers; Kolkata Port Trust

Traffic, Financial and Economic assessment, for development of an extended port gate system at Balagarh, West Bengal

Market and Traffic/ Demand Assessment



Market Assessment (2021-Ongoing)

Tata Consultancy; Jawaharlal Nehru Port Authority (JNPA)

Market and traffic assessment for updating the Master Plan of Jawaharlal Nehru Port



Market and Financial Assessment (2023-Ongoing)

Dahej Harbour & Infrastructure Limited (DHIL); Merizen

Traffic Assessment & Pre-feasibility Study for Expansion of Captive Facility for Dahej Harbour & Infrastructure Ltd.



Market Assessment (2021-22)

Essar Group; Synergy Consulting

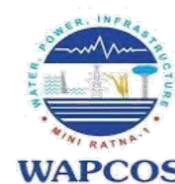
Market and Strategic Assessment for the development of select multipurpose terminals at four MAWANI-owned ports in the Kingdom of Saudi Arabia



Market Assessment (2022-Ongoing)

Voyants Solutions Pvt. Ltd (VSPL); Deendayal Port Authority

Market and traffic assessment for updating the Master Plan of Deendayal (Kandla) Port for the year 2047



Market Assessment (2022-Ongoing)

WAPCOS Limited; IWAI

Updation of Traffic Study for Development of Riverine Port and Captive Jetty on Both Sides of River Mahanadi



Market Assessment (2021)

Leading terminal operator; Drewry

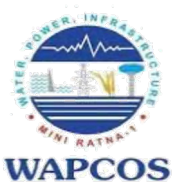
Market Study for development of containers handling facility at the proposed Nargol Port in Maharashtra



Market Assessment (2022)

Voyants Solutions Pvt. Ltd; Syama Prasad Mookerjee Port;

Container Traffic Study and Demand Assessment for Syama Prasad Mookerjee Port (3 projects in Kolkata and one project in Haldia)



Market Assessment (2022)

WAPCOS Limited; IWAI

Market and Traffic assessment for transportation of Cement through Waterways from Muktyala to Machlipatanam at Bay of Bengal

Market and Traffic/ Demand Assessment (contd..)



Market Assessment (2023-ongoing)

ENY Consulting

Supply Chain and Logistics Demand Assessment for warehousing FMCG company operating in the State of Kuwait



Market Assessment (2020-21)

Arbindo Reality; Drewry Maritime Services Pvt Ltd

Traffic study for Kakinada Gateway Port Limited



Market Assessment (2018-19)

KPMG Advisory Services Limited; NHIDCL

Market and traffic assessment, and Financial Assessment for Multi-Modal Logistics Park (MMLP) at Jogighopa, Assam



Market Assessment (2018-19)

KPMG Advisory Services Limited; IWA

Market Study for development of Freight Village and Multi-modal Logistics Hub (MMLP) at Sahibganj (Jharkhand) and Haldia (West Bengal) on National Waterways- 1



Market Assessment (2021)

C2S2 Consulting/ Icons Emerging Technologies LLP

Market Assessment for developing Smart Warehouse Project along Yamuna Expressway Industrial Corridor (hinterland of Jewar Airport)



Market Assessment (2019)

EY LLP; JSW Infrastructure

Consultancy Services (Market Assessment) for Mechanisation of Container Terminal at New Mangalore Port; for a private terminal operator



Market Assessment (2023-ongoing)

Indian Oil Corporation Limited; Merizen

Market Assessment and Demand Forecast for setting up land-based LNG Regasification Terminal at Subarnarekha Port

Market and Commercial Due Diligence



Due Diligence (2023-Ongoing)

Kirkee Cantonment Board; NITCON Ltd.

Project Identification and Re-development of multiple sites at Kirkee Bazar, Pune



Market Assessment (2022)

Deloitte India LLP; Sports Authority of India (SAI)

Market Assessment for Development of Jawaharlal Nehru Stadium (JNS), Delhi through PPP Mode as New Delhi Sports Hub



Due Diligence (2020-21)

Grant Thornton; Department of Sports, Govt. of Punjab

Market assessment for up-gradation, addition, operation and maintenance of existing Sports Infrastructure in Punjab on PPP mode



Project Advisory (2020)

Vishakhapatnam Port Trust; DG Shipping

Policy guidance note for development of new policy for PPP in Major Ports in India



THE NOVARCH

Mobility Plan (2018-19)

SREI Infrastructure/ Novarch Consultants

Transportation and Mobility plan for 'Integrated Urban Infrastructure project' of Bareilly Smart City



Grant Thornton

Project Consultant (2018-19)

Grant Thornton/ IPE Global

Project Management Consultancy for conducting 'Hockey World Cup 2018' – Bhubaneswar, Orissa



Atlanta Limited
an ISO 9001 - 2008 company

Due Diligence (2018)

Atlanta Infra Assets Limited

Market and Commercial Due Diligence - Traffic and Revenue Estimation for Nagpur – Kondhali Section of NH- 53

Our Business Associates and Select Clients

Government authorities and other Institutions



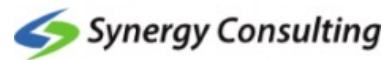
Sports & Youth Services
Department
Govt. of Odisha



Private players



Associates and Partners



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OUR PEOPLE

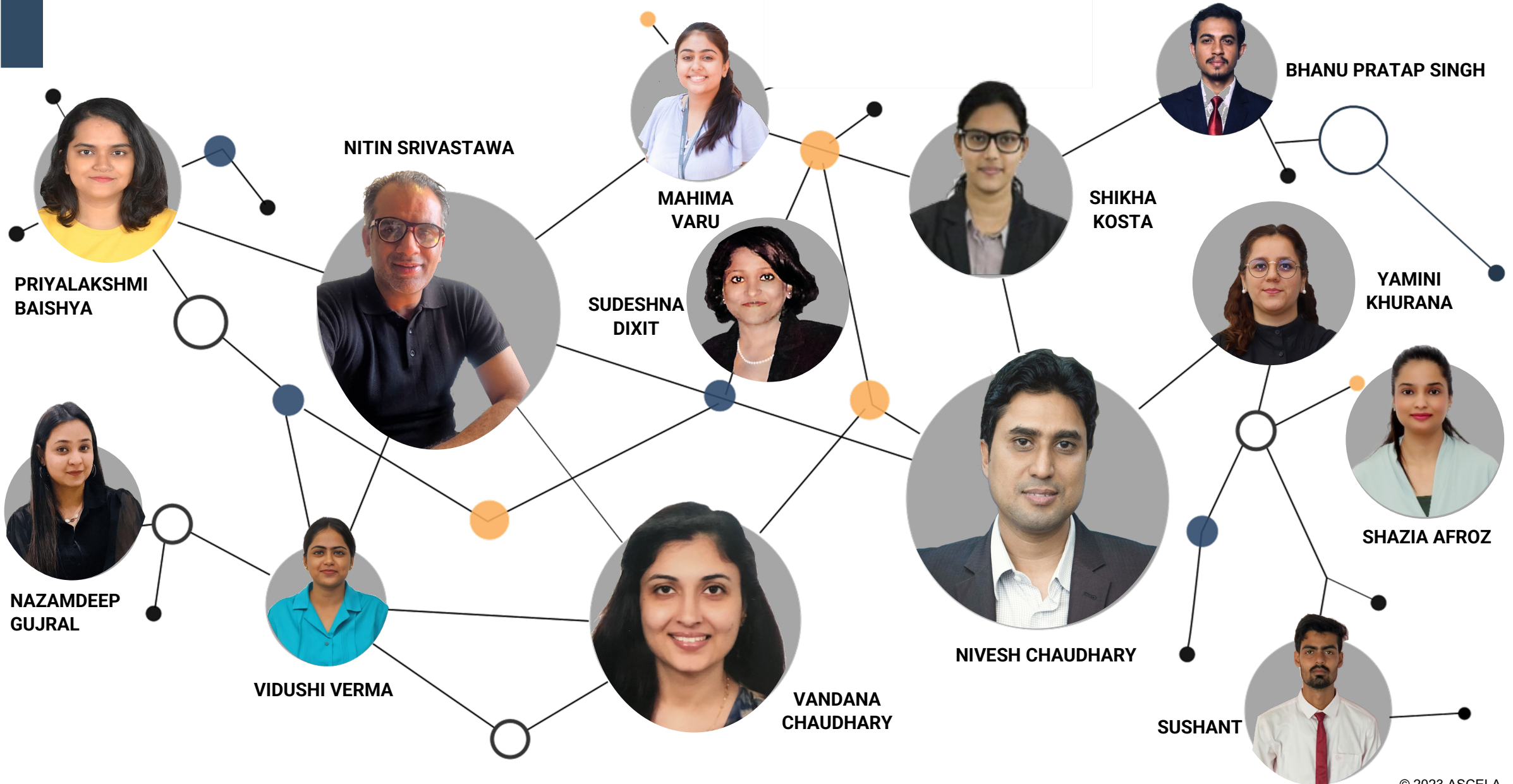
OUR TEAM



ASCELA

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Our Select Team



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