

ASCELA

Infrastructure Advisory

ASCELA, a professional service company licensed in UAE and India, provides strategic advisory services to organisations and individuals in the Infrastructure development space.

Capability Statement | 2024

ASCELA INFRASTRUCTURE ADVISORY - ABOUT US

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

ASCELA is a member of Dubai Chamber of Commerce, associate member of the UN Global Compact (A special initiative by UN Secretary General) and is a Dun & Bradstreet D-U-N-S® Registered Company (D-U-N-S® Registered Seal# 84-999-0674). ASCELA is also recognized by the DPIIT, Ministry of Commerce and Industry, Govt. of India, under the Start-up India initiative (Recognition ID - DPIIT17959). ASCELA is official preferred service provider for the Ministry of Finance, UAE.



Key Sectors

Infrastructure Advisory



Ports/ Shipping



Inland Waterways



Urban Transport



Logistics



Air Cargo

Sports Advisory



Stadium/ Arena



Program Management

Design & Build



Commercial/ Residential



Warehouse

ASCELA'S EXPERIENCE AND STRENGTH

60+

Number of Projects

- 2018 ● ASCELA was Founded
- 2021 ● Our Middle East office was established
- 2023 ● Member of the UN Global Compact
- Today ● Reliable Global Business Consultant

Offices in Countries



25+

Clientele and Corporate Relations



A female-dominated workforce

Experience in 5 Countries



10+ Public Sector Clients

15+ Projects with Government Entities

OUR SPECTRUM OF TRANSPORT & LOGISTICS ADVISORY SERVICES



MARITIME SOLUTIONS

- Port and Terminal Market Assessment
- Maritime Shipping
- Liner and Network Assessment
- Business Optimization



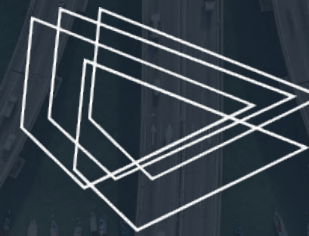
TERMINAL INFRASTRUCTURE

- ICD/CFS (Inland Container Depot/Container Freight Station)
- Port Terminal Development
- Multimodal Logistics Parks



ESG INITIATIVES

- Environmental Sustainability
- Social Responsibility
- Transformational Governance Practices
- ESG Reporting



TRANSPORTATION

- Regional Road Logistics
- Rail Transport & Freight
- Urban Transport & Logistics
- Inland Waterways
- Trucking Route Optimization

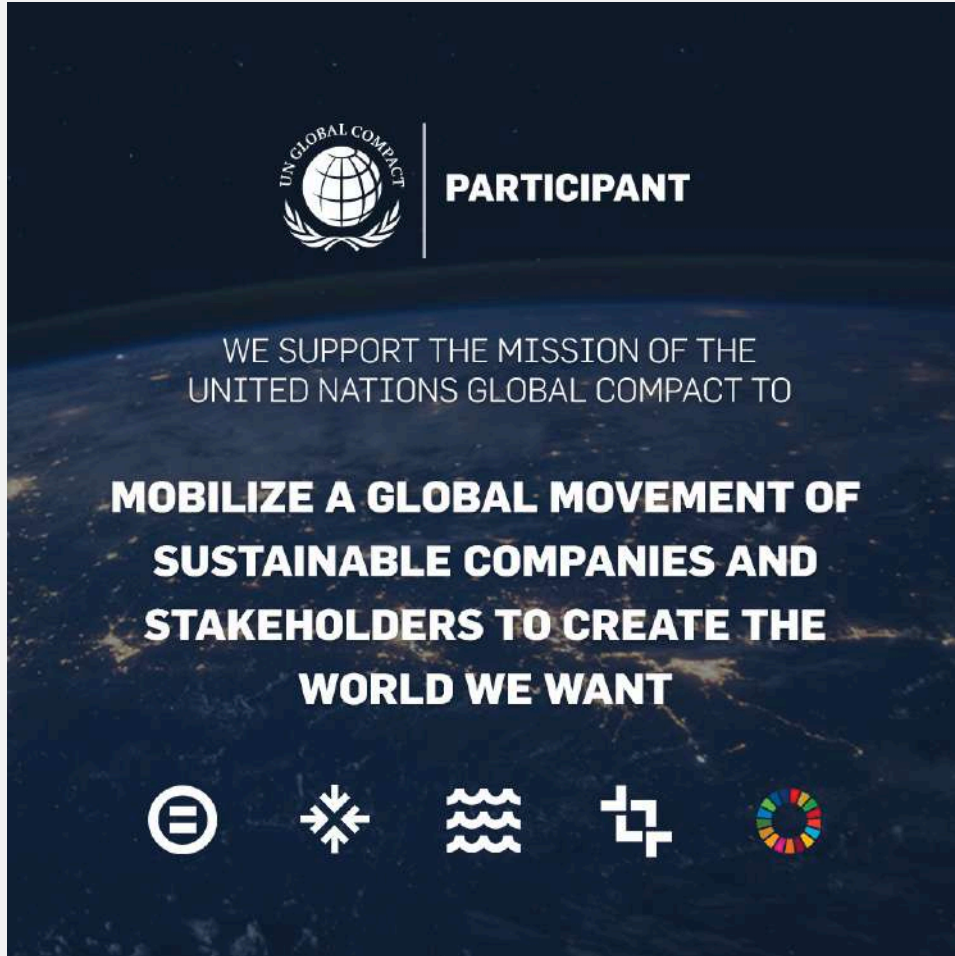


PROCESS OPTIMIZATION

- Inventory Management Advisory
- Warehouse and Transportation Optimization
- Digitization and Technology Integration
- Supply Chain Design

ASCELA - CERTIFICATIONS AND ASSOCIATIONS

Member of the UN Global Compact



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 or Associate with -



Other key Empanelment and Alliances



EXPERIENCE WITH PRIVATE PLAYERS AND MULTILATERALS

ASCELA has been closely working with the multilateral, including the World Bank and EBRD, on key engagements.

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.

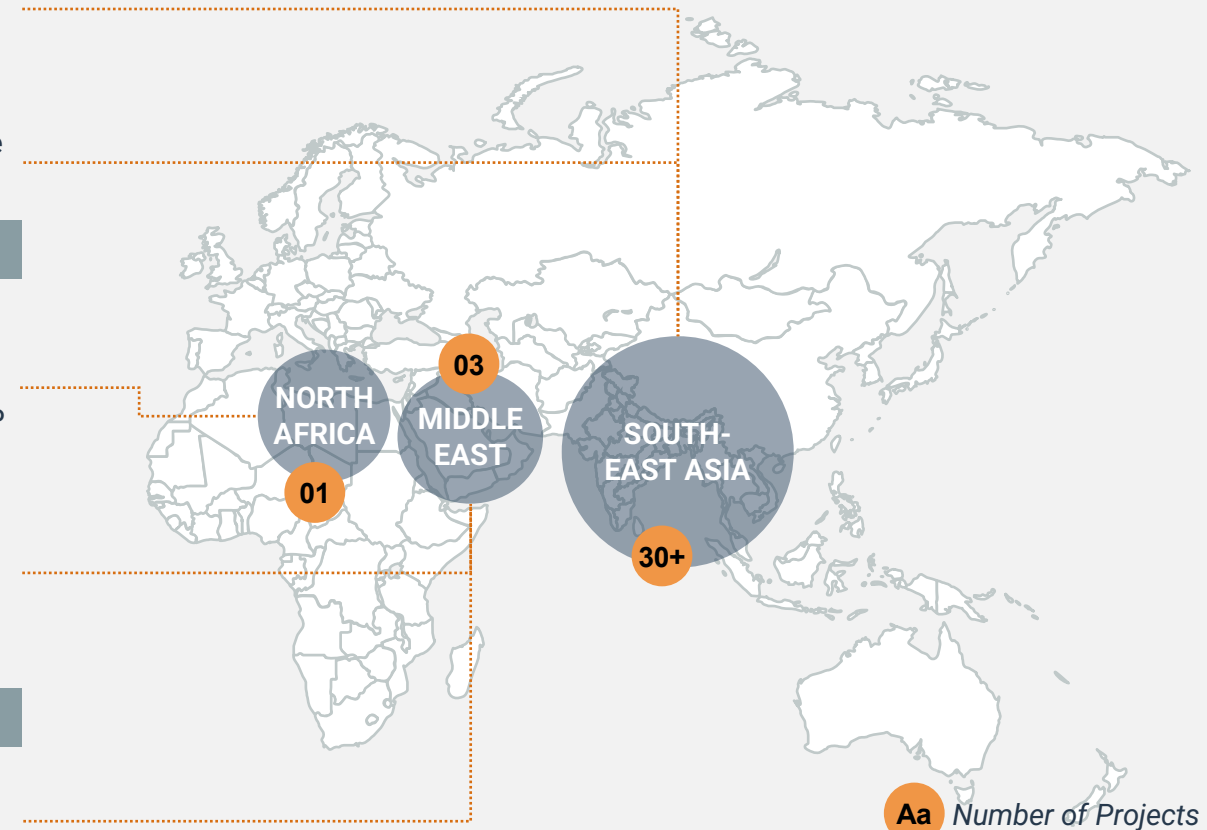
Synergy Consulting; Essar Group

- 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



KEY EXPERIENCE WITH PUBLIC SECTOR IN INDIA

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

KEY SECTORS

1 Ports and Shipping

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

2 Road and Rail Infrastructure

Road-based Development Authorities

- › U.P. State Urban Planning Department

Rail-based Development Authorities

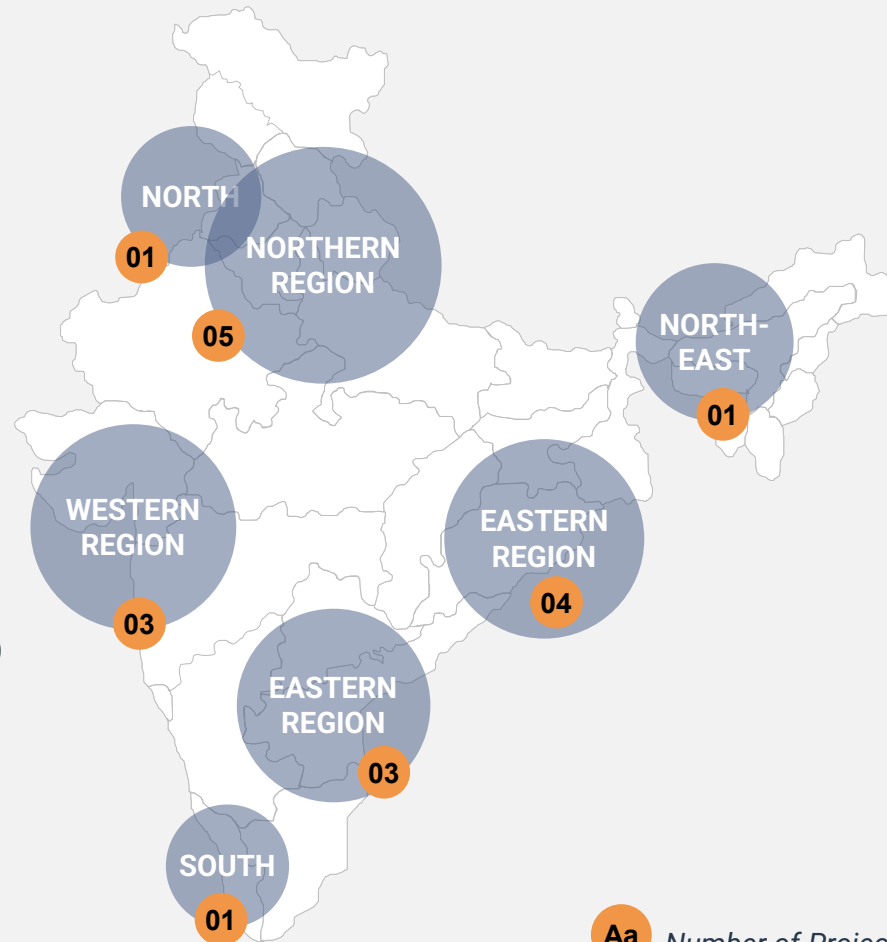
- › National Capital Region Transport Corporation (NCRTC)
- › Railway Land Development Authority (RLDA)

3 Inland Waterways

- › Inland Waterways Authority of India (IWAI)

4 Sports Advisory

- › Department of Sports, Government of Punjab
- › Ministry of Youth Affairs and Sports, Government of India



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 action plan development.

3 Project Finance and Bid Advisory

Financial structuring including strategizing and optimizing financing structure to gain stakeholders' returns.

4 Business Planning

Business plan optimisation for operational efficiencies of projects and strategising financing options.

SELECT WORKS IN OIL AND GAS INDUSTRY

Noma Infrastructure Private Limited; Merizen (erstwhile BMT India)

Financial Assessment of Liquid Cargo Storage, including traffic assessment and preparation of a financial model considering the outcome of the Traffic assessment / Commercial assessment, CAPEX estimates & OPEX estimates.

Shapoorji Pallonji Oil and Gas Private Limited; BMT Consultants India Pvt Ltd.

Preparation of Detailed Project Report for development of Floating Storage and Regasification Unit (FSRU) based LNG facility in Mumbai Harbour

Jawaharlal Nehru Port Authority (JNPA); Tata Consultancy Engineers (TCE)

Study of traffic projection, review of traffic project with detailed supporting study and documents, etc for various cargo for JNPA as well as for West Coast and India traffic

Maharashtra Maritime Board; JSW Infrastructure; Ernst & Young LLP

Consultation services for preparation of 10 Year Perspective Plan for Port and Maritime sector in Maharashtra

Indian Oil Corporation Limited (IOCL); Merizen (erstwhile BMT India)

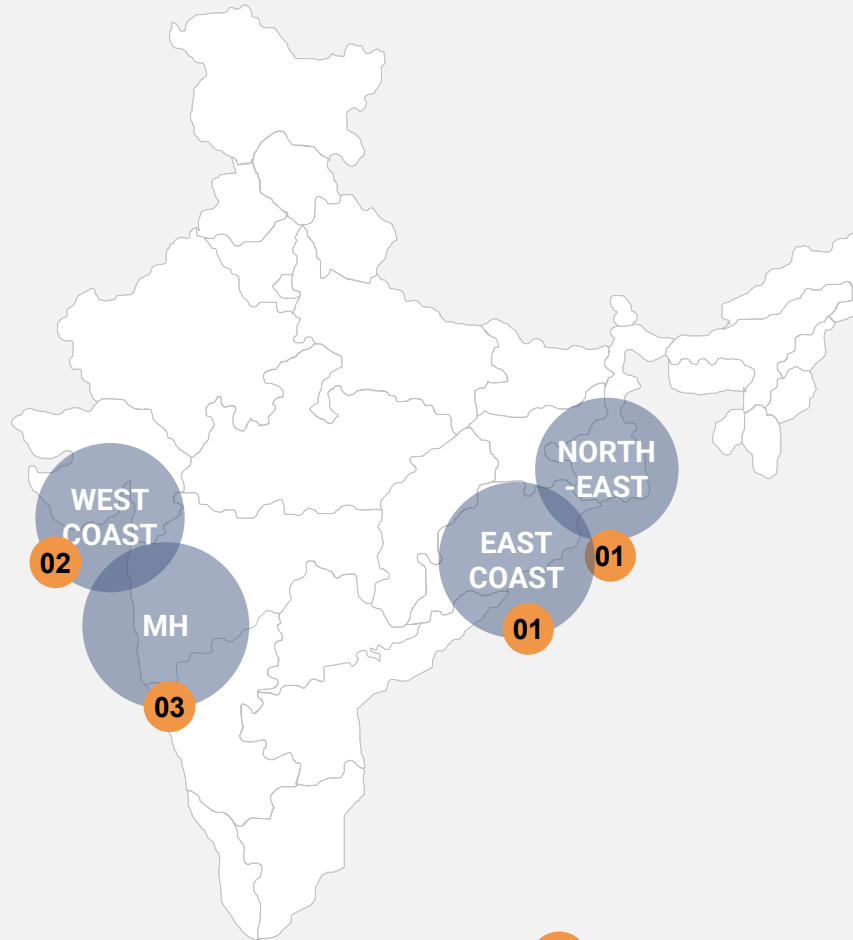
Pre-feasibility study for setting up of land-based LNG regasification terminal at proposed Subarnarekha Port in Odisha state

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

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

KPMG Advisory Services Pvt. Ltd.; Inland Waterways Authority of India (IWAI)

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



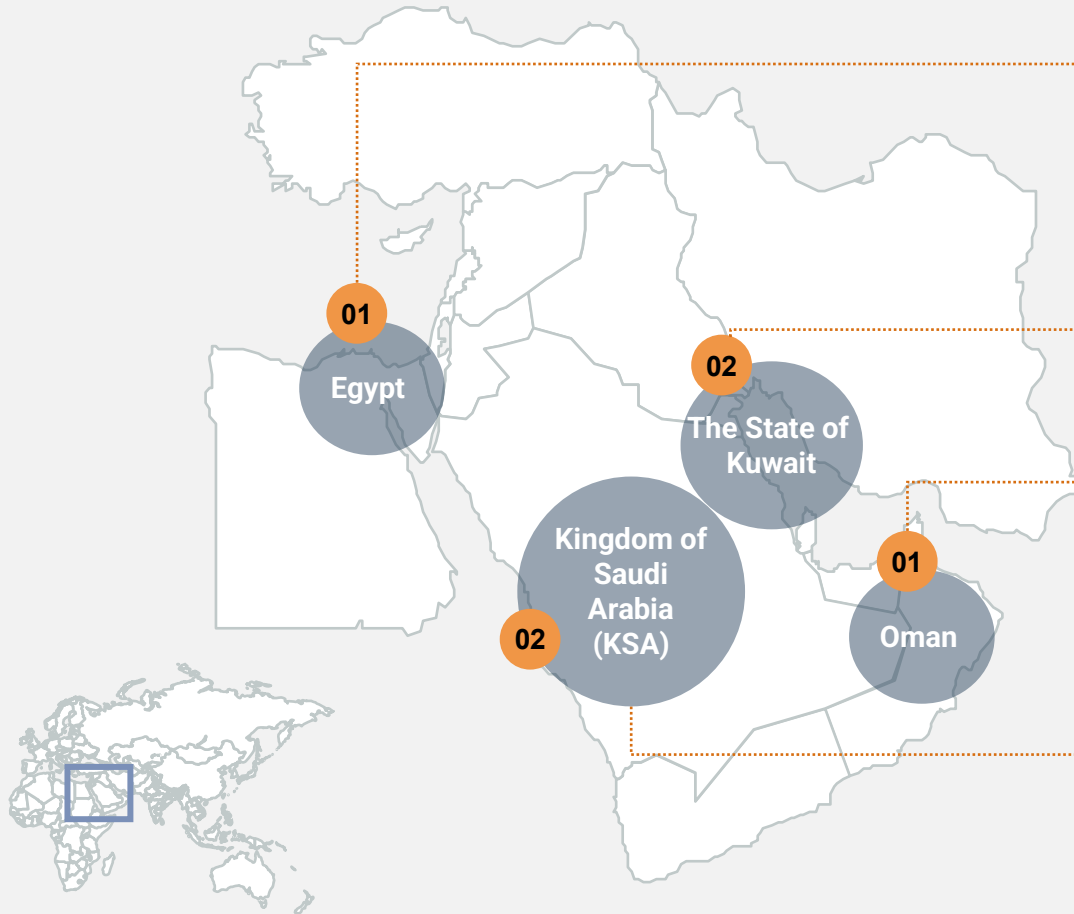
Aa Number of Projects

SELECT WORKS - EXPERIENCE IN THE MENA REGION

ASCELA Infrastructure Advisory has actively provided management consultancies to Multilaterals and Private Players in the MENA region on key engagements.

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 (The Arab Republic of Egypt) under the PPP model.**

Client: European Bank for Reconstruction and Development (EBRD)
Year: 2021 - 2023

2 **Supply Chain Audit and Strategic Operational Planning for warehousing FMCG Company operating in the State of Kuwait**

Client: ENY Consulting **Year:** 2023 - Ongoing

3 **Tariff Benchmarking and financial feasibility assessment for a captive jetty at the port of Duqm, in the Sultanate of Oman.**

Client: C2S2, Vulcan Green Steel **Year:** 2024

4 **Development of Riyadh ´s Sport Boulevard at Riyadh, Kingdom of Saudi Arabia.**

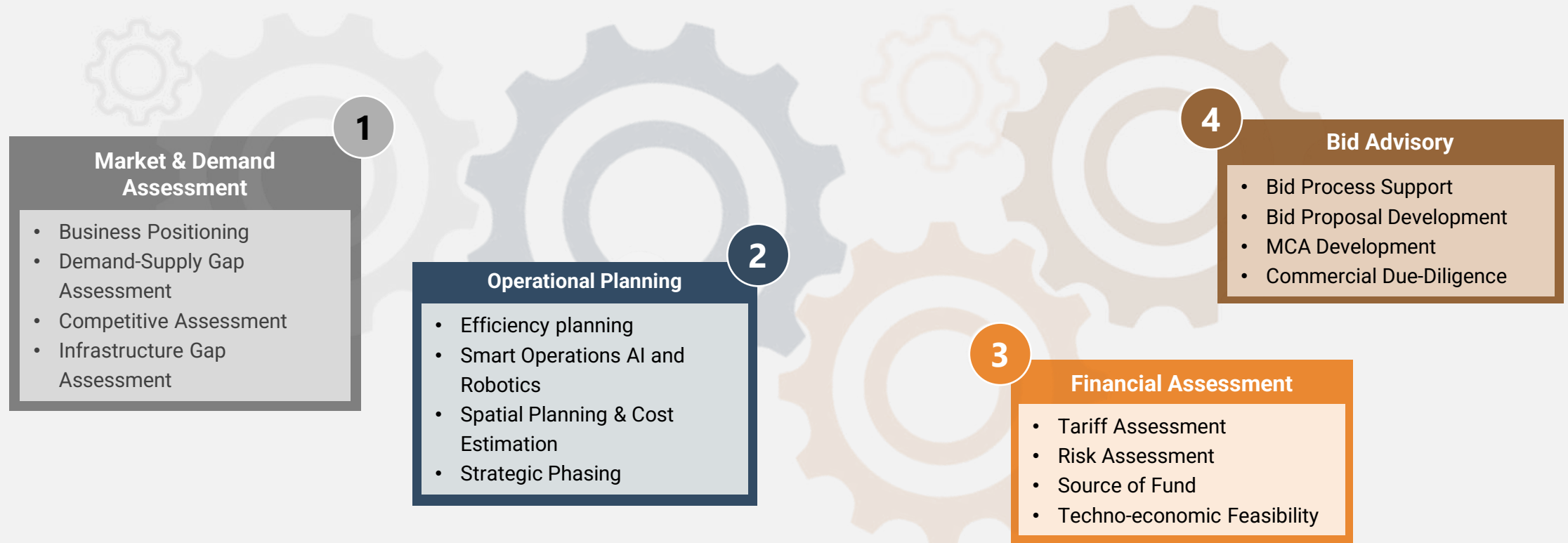
Client: COEN+PARTNERS, TYPSA, and Eldorado **Year:** 2023

5 **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 INFRASTRUCTURE ADVISORY - SERVICE OFFERINGS

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.



- ✓ 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

ASCELA - SELECT EXPERIENCE IN INLAND LOGISTICS

The team has been involved in designing and developing some of the large-scale logistics and warehouse spaces at various locations in India.

Sunstar NAB Warehouse Facility

Design and Planning of warehouse for Sunstar at Greater Noida

DB Schenker Warehouse Facility

Design and Master Planning of Warehouse for DB Schenker at Badli, Haryana

Cars24 Vehicle Storage Hub

Warehouse planning and development for Cars24 at Gurgaon, Haryana

DB Schenker Warehouse Facility

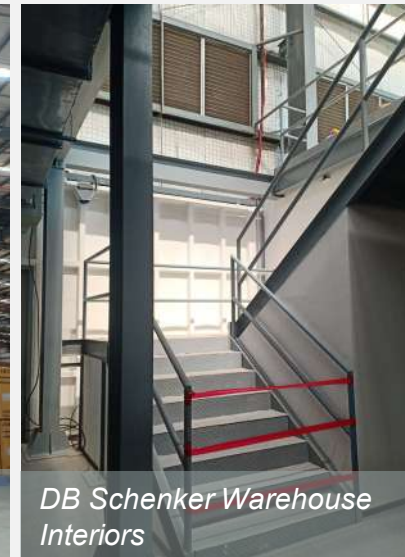
Schematic Layouts and Design Services for Warehouse for DB Schenker at Farukhnagar, Haryana

DB Schenker Warehouse Facility

Design of Warehouse and Commercial Spaces for DB Schenker warehousing at Railway Colony, Kolkata, West Bengal

Cold Storage for Reliance

Design and development of Cold Storage Facility for DB Schenker at Badli, Haryana



KEY RECENT ASSIGNMENTS

INFRASTRUCTURE ADVISORY

ASCELA

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SELECT RECENT ASSIGNMENTS SOUTH-EAST ASIA REGION

Business Plan/ Financial assessment



Business Plan for RRTS Cargo Operation (2022-2023)

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/Namo Bharat Corridors

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; IWAI

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

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.



Business Plan/ Financial Assessment Assignments



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 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 Assessment (2023-ongoing)

Indian Oil Corporation Limited; Merizen

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



SELECT RECENT ASSIGNMENTS – MENA REGION

Market and Demand Assessment Assignments

Market and Traffic/ Demand Assessment (contd..)



Market Assessment (2023)

ENY Consulting

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



Project Consultant (2021)

COEN+PARTNERS, TYPASA, and Eldorado

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



Demand Assessment (2023-ongoing)

ENY Consulting

Demand Assessment and Technology Integration for FMCG Company operating in the State of Kuwait



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 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



Tariff Structure and Financial Assessment (2024-ongoing)

Vulcan Green Steel, C2S2

Delivering expert services encompassing Tariff Structure development and Financial Assessment to optimize operational efficiency.

OUR BUSINESS ASSOCIATES AND SELECT CLIENTS

Government authorities and other Institutions



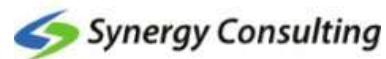
UNITED ARAB EMIRATES
MINISTRY OF FINANCE



Private players



Associates and Partners



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PROJECT DESCRIPTION

SELECT WORKS

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SNAPSHOT OF KEY PROJECTS



Assessing Logistics Services Opportunities through the Rapid Rail Transit System (RRTS)/Namo Bharat Trains in Delhi/NCR, India

Year: July 2022 – June 2023

Location: Delhi-NCR, India

Client: The World Bank Group



KEY ACTIVITIES PERFORMED:

- › Identified and quantified freight products in the Delhi-SNB, Delhi-Meerut, and Delhi-Panipat RRTS influence areas that could benefit from using NCRTC corridors as part of its delivery network.
- › Characterised potential spare capacity for urban/regional logistics services without affecting RRTS operational plans.
- › Recommend suitable business models and contractual designs to attract private partnerships in the light of NCRTC priorities.
- › Technical and financial feasibility assessments.
- › Identified the efficiency and sustainability impacts of potentially utilizing the RRTS spare capacity for urban/regional logistic services.
- › Financial and Economic Assessment of the envisaged additional investment for cargo operations.

SNAPSHOT OF KEY PROJECTS (contd..)



Image is representative

PPP Transaction for 10th Ramadan Dry Port, The Arab Republic of Egypt - Financial and Commercial Consultant – Due Diligence

Year: 2021 - 2023

Location: 10th Ramadan City, The Arab Republic of Egypt

Client: European Bank for Reconstruction and Development (EBRD); Synergy Consulting Infrastructure & Financial Advisory Services



KEY ACTIVITIES PERFORMED:

- › Examined legal documents and research pertaining to the Project, as provided by the Client.
- › Support to client and project team as a Dry Port expert.
- › Identified potential bankability issues relevant to international financiers and investors, particularly focusing on the structure and documentation of the Dry Port project, along with insights gleaned from the EIB Study.
- › Identified gaps in the assessments of the EIB Study, if any, which were required for preparing the Project but not covered under this Engagement's scope of work.
- › Generated a requisition of supplementary documents necessary for the execution of the Engagement's scope of work, outlining the specific requirements from the Client and pertinent stakeholders within the Government of The Arab Republic of Egypt .

SNAPSHOT OF KEY PROJECTS (contd..)

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



Image is representative



Year: 2023 - ongoing

Location: The State of Kuwait

Client: ENY Consulting

KEY ACTIVITIES PERFORMED:

- › Assess and diagnose current warehouse business flow and highlight the supply chain and warehouse challenges and gaps.
- › Implement effective inventory management practices to maintain optimal stock levels while minimising carrying costs.
- › Estimate key supply chain KPIs and prepare virtual Dashboards to be used by different teams in the warehouse.
- › Implement and leverage Warehouse Management Systems (WMS) and other technology solutions to improve efficiency, accuracy, and inventory visibility.
- › Estimate detailed Demand Forecast and conduct Replenishment Planning per the Sales Demand and Future Budget.
- › Develop and manage the logistics budget, tracking expenses and identifying cost-saving opportunities without compromising service quality.

SNAPSHOT OF KEY PROJECTS (contd..)

Market Advisory Services for multi-purpose terminals at eight MAWANI Ports in the Kingdom of Saudi Arabia



Image is representative

Year: 2021 - 2022

Location: Kingdom of Saudi Arabia

Client: Essar Ports; Synergy Consulting Infrastructure & Financial Advisory Services



KEY ACTIVITIES PERFORMED:

- › Investigated the existing cargo-based tariffs and vessel-based tariffs being charged by the present operators at these terminals for handling dry bulk/ breakbulk cargo.
- › Identification of demand and supply of different EXIM and coastal commodities by the industries in the hinterland and identification of leading countries/ regions of import/ export and preferred port of import/ export
- › Studied existing port development, cargo profile, and cargo handling facilities of competing ports in the region.
- › Traffic forecasts considering the impact of competition and the impact of key issues at ports.
- › Assessment of the existing equipment and facilities being provided for cargo handling at select terminals and analysis of the availability and likely demand of other support infrastructure

SNAPSHOT OF KEY PROJECTS (contd..)

Market Assessment for developing Smart Warehouse Project along Yamuna Expressway Industrial Corridor in India



Image is representative



Year: 2021 - 2021

Location: Greater Noida, India

Client: ICONS Emerging Technologies LLP

KEY ACTIVITIES PERFORMED:

- › Review of available and proposed transport and industrial infrastructure in the target Region.
- › Mapping of key industrial clusters and the key commodities handled at these industries. Mapping of key logistics infrastructure which would serve as a competition to the target facility.
- › Identification of the quantum of key inbound and outbound supply chain movements and assessment of the modal share, in terms of rail, road, and inland waterways.
- › Identification of key large-scale infrastructure development that would likely impact the warehouse development in the hinterland.
- › Review of policy initiatives and available support from the State Government for developing smart warehousing
- › Financial assessment of the proposed investment

OUR PEOPLE

OUR TEAM

ASCELA

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OUR LEADERSHIP TEAM



Nivesh Chaudhary

Managing Director –
Infrastructure Advisory

Nivesh is an Infrastructure professional with more than 15 years of experience in consulting and advisory across various infrastructure sub-sectors, including Ports and Logistics, and Supply Chain. He has worked on various large-scale multidisciplinary domestic and international consulting engagements, for promoters and decision makers in India, Singapore, Germany, Indonesia, The Arab Republic of Egypt, UAE, Sultanate of Oman, Kingdom of Saudi Arabia, Namibia, and Kenya.

Nivesh has been associated with companies like EY (Ernst & Young), AECOM, Drewry Maritime Advisors, and CRISIL in the past.



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+91 9999024110 (India)



Nitin Srivastava

Director – Design & Build

Nitin Srivastawa is an Architect/ Project Management professional with more than 12 years of experience in design and build services with a specialisation in stadium design and hospitality. He has successfully completed projects of repute such as Stadium for Commonwealth Games, high-end Condominiums at DLF Magnolias, to hotels such as Ramada, ITC, and Sheraton, He has served in Singapore, Australia, and Qatar.

Nitin has been associated with companies like CES, Populous, Cushman & Wakefield in the past.



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OUR TEAM AND EXPERTISE



Nivesh Chaudhary

(Managing Director, Infrastructure Advisory)

Infrastructure professional with more than 15 years of experience across multiple transportation sub-sectors, including Ports and Shipping, Logistics, and Supply Chain. Managing key large-scale domestic and international consulting engagements, for clients involving business conglomerates, port authorities/terminal operators, PE funds, public sector, and financial institutions.



Sudeshna Dixit

(Regional Director- Infrastructure Advisory , ASCELA Middle East)

Highly experienced logistics specialist with over 18 years of experience in coordinating and managing the movement of goods and materials within a company. Proven ability to improve logistics operations through data analysis and effective communication with internal teams and external partners.



Vandana Chaudhary

(Associate Director, Analytics, ASCELA)

Database analyst with around 12 years of experience in market analysis, supply-demand analysis, database management, trade flow assessment, vessel line-up tracking, and price tracking. Vandana is currently also developing and managing our proprietary data analytics tool.



Nitin Srivastava

(Director – Design & Build)

Nitin Srivastava is an Architect/ Project Management professional with more than 18 years of experience in design and build services with a specialization in stadium design and hospitality. He has successfully completed projects of repute such as Stadium for Commonwealth Games, high-end Condominiums at DLF Magnolias, to hotels such as Ramada, ITC, and Sheraton, He has served in Singapore, Australia, and Qatar.



Sangeeta Singh

(Senior Advisor, Infrastructure Advisory)

An economist with over 30 years of experience. She has strong expertise in economic modeling, regulatory economics, and economic impact assessment. Key experiences include advising clients in the areas of micro and macro-economic analysis, economic impact assessment, demand forecasting, cost-benefit analysis and socio-economic returns on investment.



Shikha Kosta

(Manager, Infrastructure Advisory)

Around 5 years of experience in conducting feasibility studies – market and financial analysis, due diligence, business planning, transaction advisory services. Also exposed to other transport and logistics sector projects.

OUR TEAM AND EXPERTISE



Dev Mistry

(Technical Expert, Infrastructure Advisory)

Expert in financial and commercial analysis, specializing in the critical review of sector trends, company financials, and regulatory frameworks. His expertise extends to crafting meticulous financial projections, conducting in-depth sector and company assessments, and delivering comprehensive consulting solutions.



Bhanu Pratap Singh

(Consultant, Infrastructure Advisory)

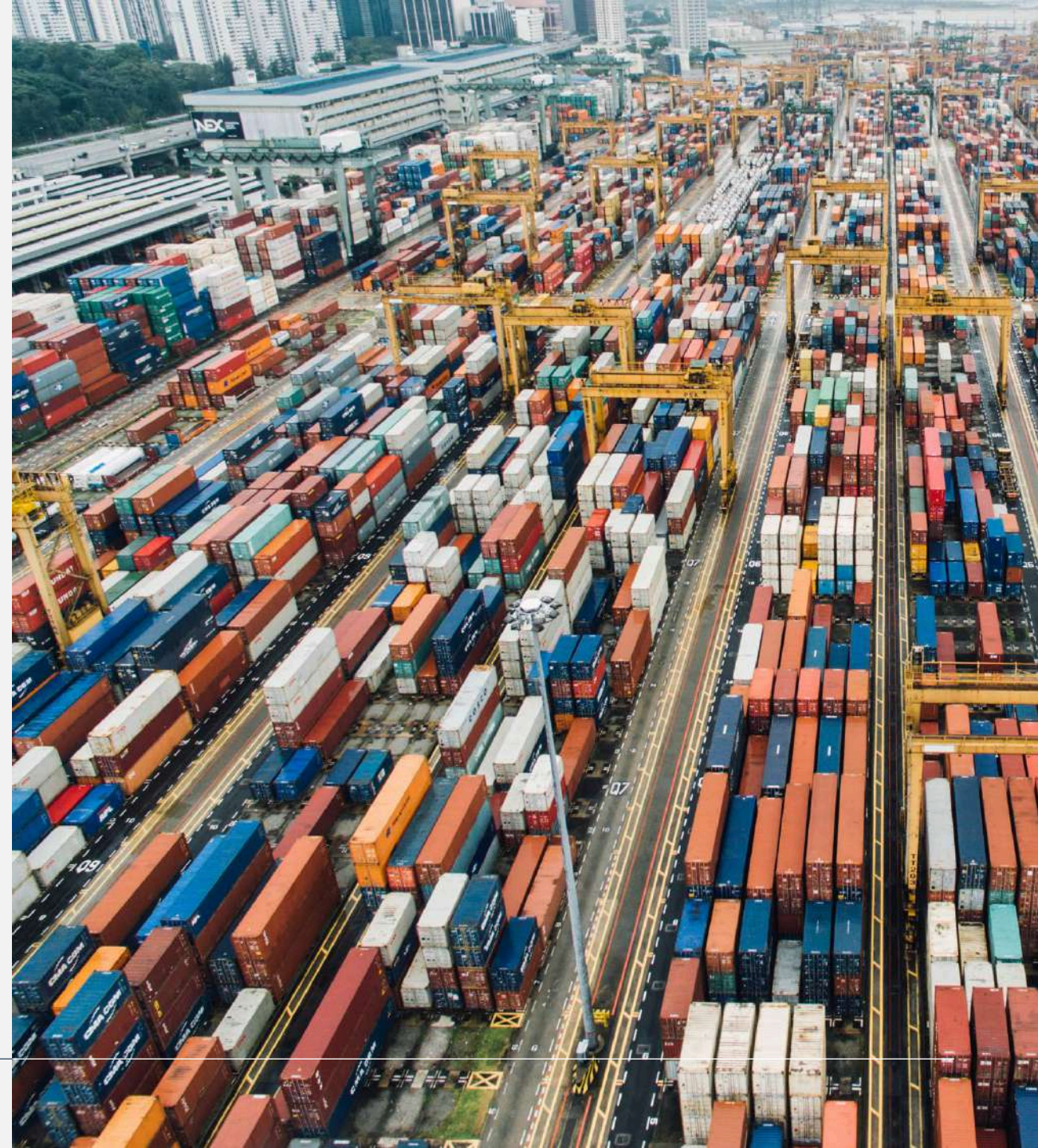
Infrastructure consultant, highly effective at strategic planning, business consulting, urban transportation systems planning, logistics & warehouse operations, project management, and client service solutions.



Mahima Varu

(Consultant, Infrastructure Advisory)

Infrastructure consultant practicing in Transportation, Logistics, and Supply Chain. Her work revolves around urban transportation systems planning, logistics and warehouse operations, along with Traffic assessment, Market assessment and feasibility studies.



ASCELA



Nivesh Chaudhary

Managing Director, Infrastructure Advisory, ASCELA
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OUR OFFICES



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