

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

Capability Statement | 2025

ASCELA

India | Singapore | UAE

ASCELA STRATEGIC ADVISORY - ABOUT US

ASCELA is a professional service company that provides advisory support to public and privately held organisations, helping them enhance efficiency through strategic analysis. The company is registered under separate and independent business licenses at India, Singapore, and UAE.

ASCELA is a member of the Dubai Chamber of Commerce, an associate member of the UN Global Compact (a special initiative by the UN Secretary-General), Dun & Bradstreet D-U-N-S® Registered (D-U-N-S® Registered Seal# 84-999-0674), and an ISO 9001:2015 certified company. ASCELA is also recognised by the DPIIT, Ministry of Commerce and Industry, Govt. of India, under the Start-up India programme (Recognition ID—DPIIT17959). ASCELA is an official preferred service partner for the Ministry of Finance, Government of UAE.



Key Sectors

Strategic Advisory



Ports/ Shipping



Inland Waterways



Urban Transport



Logistics



Air Cargo



Stadium/ Arena



Program Management



Commercial/ Residential



Warehouse

ASCELA'S EXPERIENCE AND STRENGTH

80+

Number of Projects

- 2018 ● ASCELA is Founded
- 2021 ● Our Middle East (Dubai) office is established
- 2023 ● Official Signatory of the UN Global Compact
- 2024 ● Attained ISO 9001:2015 certification
- ASCELA Singapore office is established
- Named among top 100 Management Consulting firms (by consultancy.me)

Offices in Countries



35+

Clientele and Corporate Relations



Proudly a female-dominated workforce

Experience in 10 Countries



15+

 Public Sector Clients

25+

 Projects with Government Entities

OUR SPECTRUM OF MOBILITY & SUPPLY CHAIN ADVISORY SERVICES



MARITIME SOLUTIONS

- Port and terminal - Market assessment
- Maritime shipping
- Smart Ports
- Liner and network assessment
- Business optimisation
- Tariff benchmarking



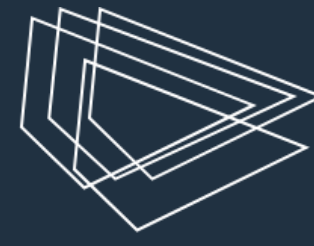
TERMINAL INFRASTRUCTURE

- Air and sea-port terminal planning
- Infrastructure gap assessment
- Assessment of ICD/ CFS/ MMLP/ Logistics park
- Return on Investment, sensitivity analysis
- Techno-economic Feasibility



LOGISTICS & SUPPLY CHAIN

- Optimum supply chain solution
- Efficiency planning
- Smart operations AI and robotics
- Spatial planning and cost estimation
- Strategic phasing



TRANSPORTATION

- Assessment of regional road/rail/river logistics
- Rail transport and freight
- Urban mobility plan
- Business plan for urban logistics
- Strategy for Inland Waterways
- Trucking route optimisation



PROCESS OPTIMISATION

- Inventory management advisory
- Warehouse and transportation optimisation
- Digitisation and technology integration
- Supply chain design
- Analytics

ASCELA - CERTIFICATIONS AND ASSOCIATIONS

ASCELA is working with various recognised authorities and corporates in South Asia and the MENA region. ASCELA, as a signatory to the UN Global Compact, is committed to sustainable and responsible business practices.

Signatory to the UN Global Compact



Registered as Corporate Member or Associated with -

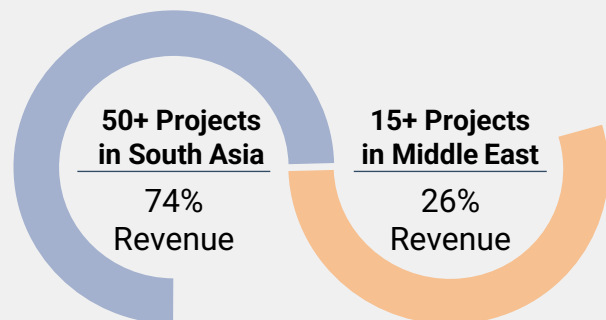
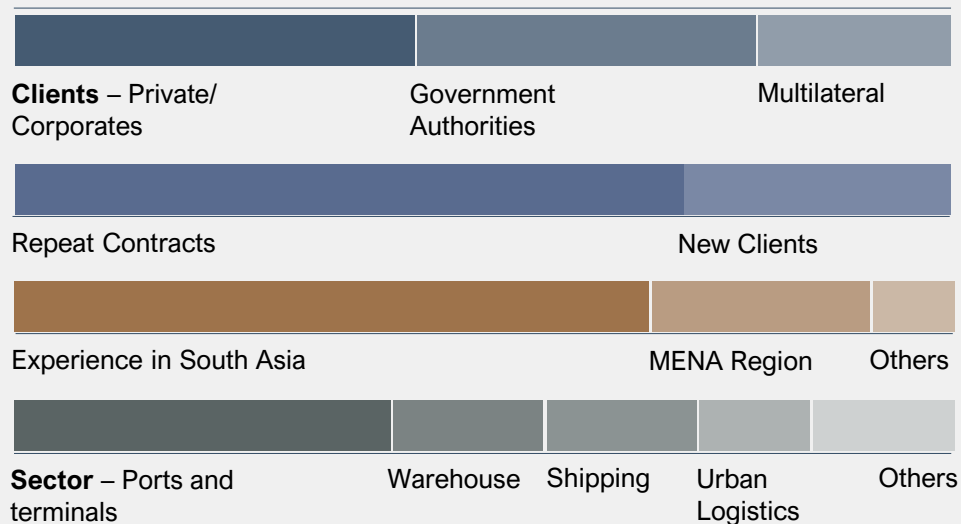
 <p>DUBAI CHAMBER OF COMMERCE (Corporate Member)</p>	 <p>DUN & BRADSTREET D-U-N-S®</p>	 <p>The World Bank</p>	 <p>Ministry of Finance, Govt. of UAE (Preferred catalogue partner)</p>
--	--	--	---

Other key Empanelment and Alliances

 <p>Port of Antwerp-Bruges International (Strategic Partner)</p>	 <p>Supply Chain and Logistics Group (Corporate Member)</p>	 <p>FICCI (Corporate Member)</p>	 <p>Maxwell Stamp (KSA Strategic Partner)</p>	 <p>Consultancy ME (Strategic Partner)</p>
---	--	---	--	---

DEMONSTRATED EXPERIENCE WITH GLOBAL PRIVATE PLAYERS AND MULTILATERALS

ASCELA Portfolio

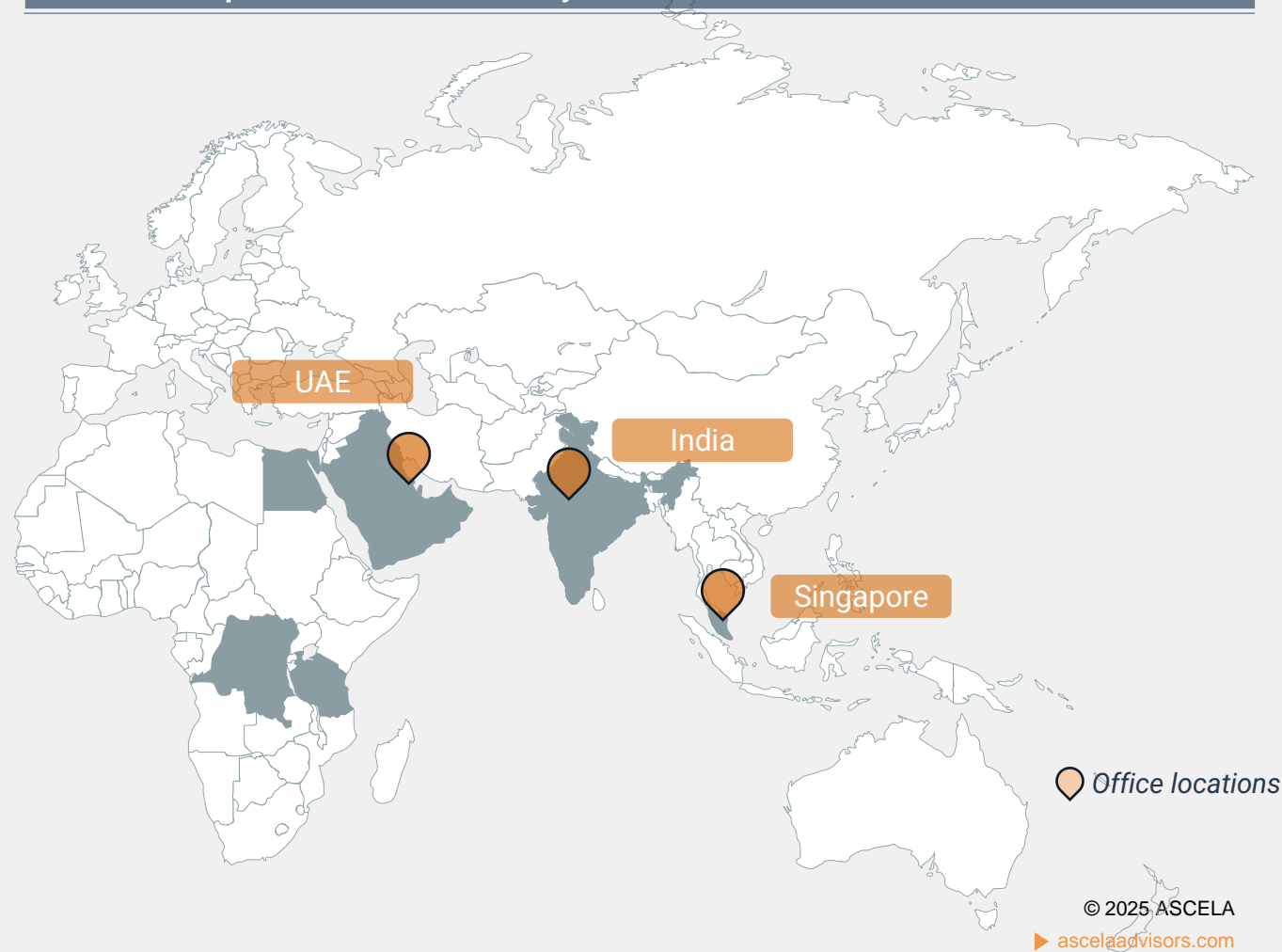


ASCELA's Heritage

- 1 Growing together
- 2 Focused approach
- 3 Strategic expertise

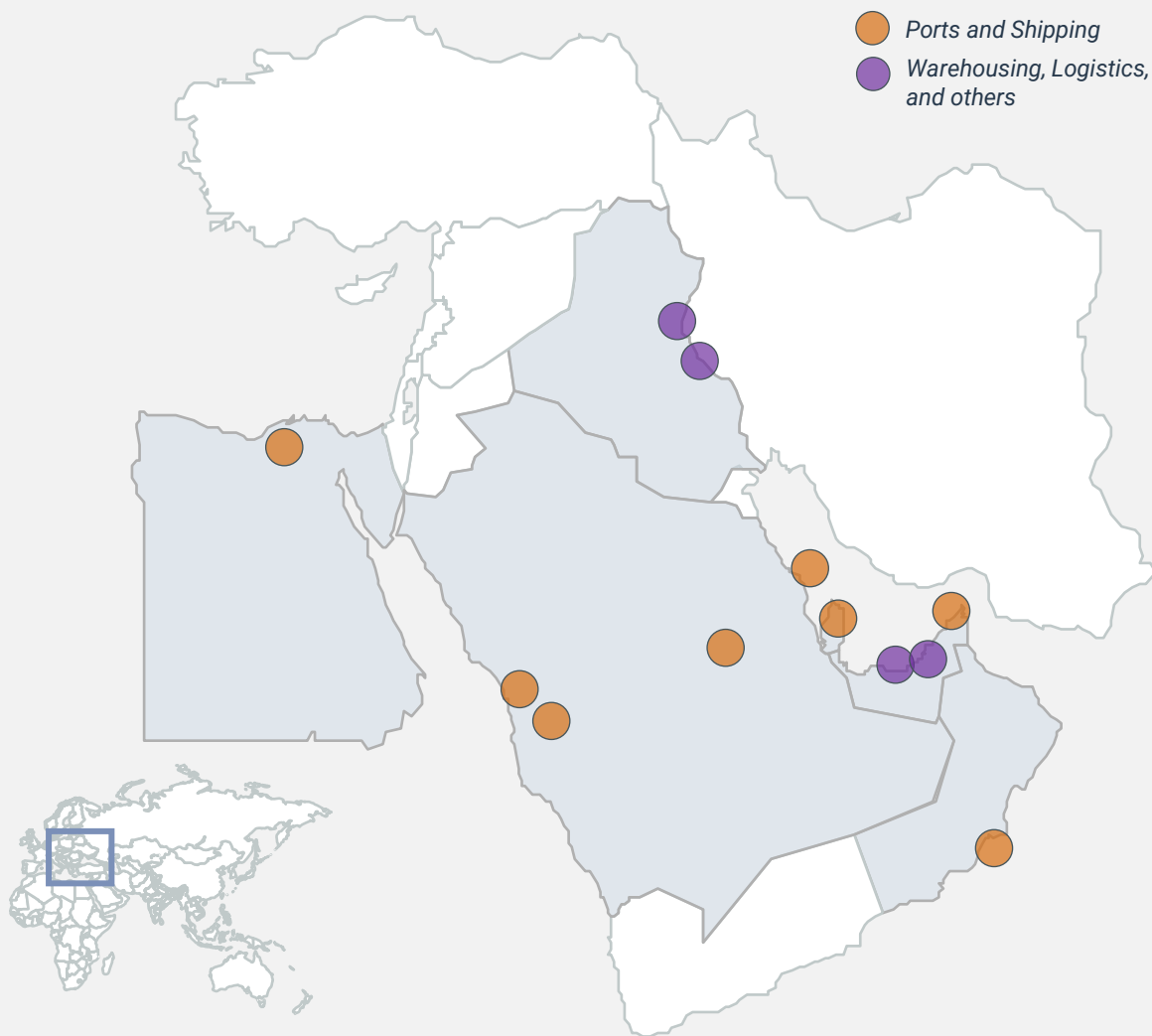
ASCELA Strategic Advisory team has been closely working with multilateral, like the World Bank and European Bank for Reconstruction and Development (EBRD), on key engagements

Our Global Experience with Private Players and Multilaterals



EXPERIENCE IN THE MENA REGION

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



Experience in Countries

7

15+ Projects

Key Services Offered

- ▶ Market demand assessment for ports, terminals, and yards
- ▶ Tariff benchmarking
- ▶ Entry strategy
- ▶ Operational planning
- ▶ Warehouse optimisation

Strategic Partners in MENA Region

MAXWELL
STAMP KSA

ConsultancyME
Part of Consultancy.org

CRIF

Select Assignments

- 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 PPP model (Year 2021-23)
- 2 Supply chain audits and strategic operational planning for warehousing FMCG companies operating in the State of Kuwait (Year 2023 and 2024)
- 3 Tariff benchmarking and financial feasibility assessment for a captive jetty at the port of Duqm, Oman (Year 2024)
- 4 Feasibility assessment and tariff benchmarking for Offshore Supply Base and R&M shipyard infrastructure in Ruwais (Year 2024)

EXPERIENCE IN SOUTH-EAST ASIA

Experience with Clients/
Authorities

25+

40+ Projects

Key Services Offered

- ▶ Market demand assessment for ports, terminals, and yards
- ▶ Strategising financing options
- ▶ Policy analysis and action plan development
- ▶ Financial and economic assessment and feasibility studies



Sustainable Solutions



Intuitive Planning

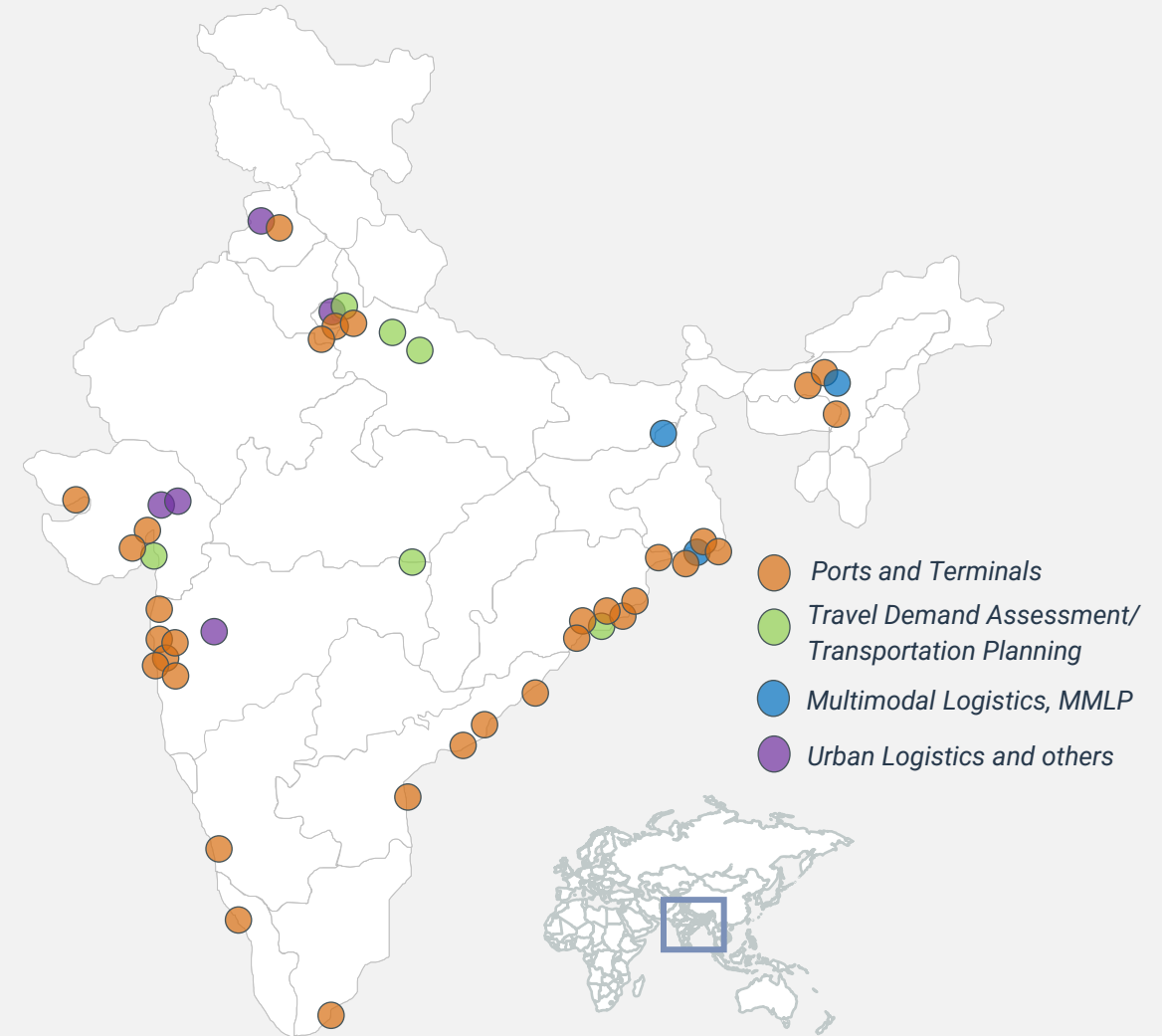


Collaborative Approach

Select
Assignments

- 1 Preparation of Integrated Water Transport Strategy for Assam Inland Water Sector under the Assam Inland Water Transport Project (AIWTP) (Year 2024)
- 2 Market and Business Advisory, Financial and Economic Assessment, and Operation Planning for the Provision of Logistics Services through Delhi-NCR RRTS/RAPIDX Corridors (2022-23)
- 3 Market assessment and demand forecast for setting up land-based LNG Regasification Terminal at Subarnarekha Port (Year 2023)

We provide a comprehensive range of services designed to adapt to and meet the evolving needs of our clients.



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

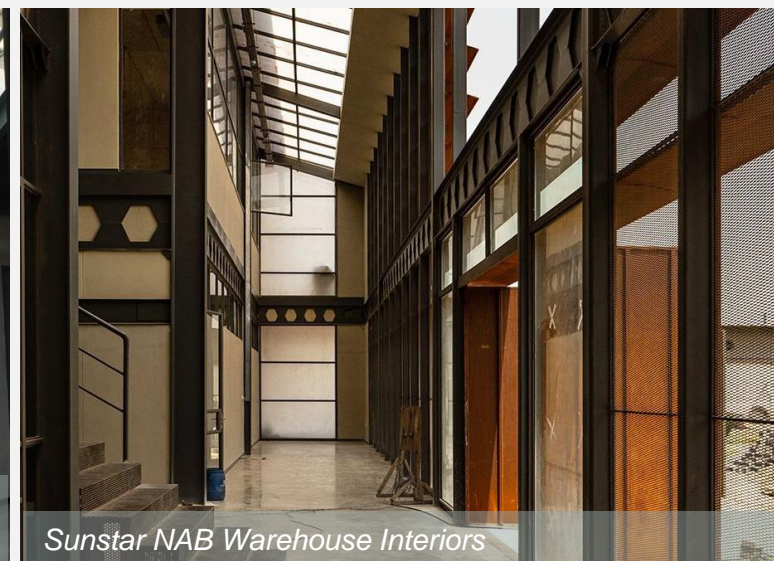
Schematic Layouts and Design Services for Warehouse for DB Schenker at Farukhnagar, Haryana

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



SERVICE OFFERINGS – SUPPLY CHAIN AUDIT

The team conducts rigorous Supply Chain Audits and Diagnosis to identify key risks and suggests data-driven mitigation strategies



01



Supply Chain Performance Review

- › Operational Performance Analysis
- › Service Level Expectations
- › Customer Management Review
- › Requirement of Value-Added Services



- › Lead Times
- › Service levels
- › Order cycle time
- › Delivery accuracy
- › Customer satisfaction

02



Cost Analysis & Financial Auditing

- › Tariff Structure Benchmarking and Evaluation
- › Cost-to-Serve Analysis
- › Inventory Carrying Cost Analysis
- › Freight Spend Audit and Benchmarking



- › Transportation cost
- › Warehousing cost
- › Excess & Dead Stock
- › Areas for Cost Recovery

03



Supply Chain Process Optimization

- › Process Mapping & Flow Analysis
- › Inventory Turnover Analysis
- › Demand Forecast and Replenishment Review
- › Freight Spend Audit and Benchmarking
- › Warehouse Layout & Design Assessment
- › Supplier Performance & Risk Analysis



- › Standard Process
- › Six Sigma Principles
- › Forecasting Accuracy
- › Fleet Utilization
- › Consolidation Review
- › Technology Utilization
- › Supply Chain Maturity

ASSESSMENT OF LOGISTICS INFRASTRUCTURE- ACTIVITIES

(Illustrative)

ASCELA's team has a wide range of expertise in evaluations of all types of logistics facilities. Service offerings include market assessments, strategic advisory, design development, and operational planning.



Location & Site Suitability Assessment

Location Appraisal

Topographic Land Assessment

Other Technical Surveys



Market Assessment

Hinterland Mapping

Impact Assessment

Estimation of potential traffic from the catchment

Commodity-wise TLC Assessment using Cost Simulation Models

Demand-Supply Gap assessment and Traffic Forecast



Operation and Strategic Plan

Operations Planning

Strategic phasing of development

Warehousing Performance Optimisation

Demand Assessment and Forecast

Work Line Assessment

Inventory Planning and Management

- Determining the trends of development in the hinterland
- Suitable development depending on the site conditions and surroundings
- Identifying future plans for competing facilities in the hinterland

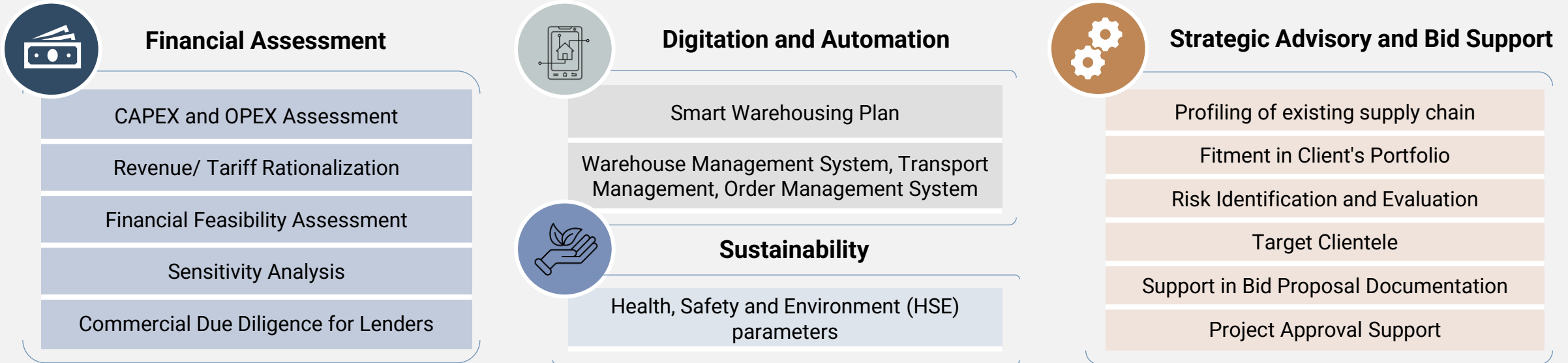
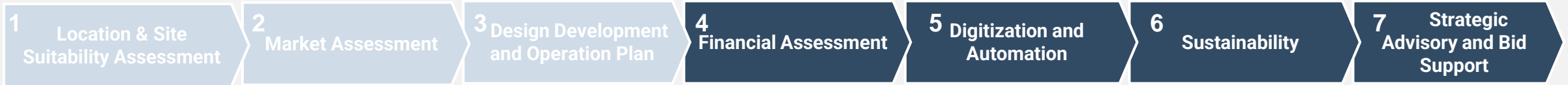
- Mapping existing industries located in the region
- Future outlook for industrial growth in the region
- Existing / upcoming complementary infrastructural facilities in the region

- Identifying opportunities that may be proposed for investment
- Attaining the optimal layout for the facility – greenfield or brownfield
- Inspecting the likely challenges and likely mitigation strategies

ASSESSMENT OF LOGISTICS INFRASTRUCTURE- ACTIVITIES

(Illustrative)

ASCELA team also has specific expertise in the digitization and automation of warehouses, keeping sustainability needs as a focus.



- Phase-wise likely CAPEX and OPEX for target development
- Figuring what could be the effective tariff for the development, compared to the tariff of competing facilities
- Identifying the financial IRR and its sensitivity

- Examining the trends in automation / Green Infrastructure of similar facilities across global best practices
- Key takeaways for the proposed facility
- Inspecting the impact of using automation

- Pointing out the risks of the target development
- Recommending a suitable investment as per the Client's Portfolio?
- Support in queries / clarifications raised by lenders

KEY RECENT ASSIGNMENTS

STRATEGIC ADVISORY

ASCELA

© 2025 ASCELA

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

Integrated Water Transport Strategy (2024 - ongoing)

AIWTDS; Port of Antwerp Bruges International (PoABI)

Preparation of integrated water transport strategy for Assam Inland Water sector under the Assam Inland Water Transport Project (AIWTP)

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 Select 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 Traffic/ Demand Assessment (contd..)



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.



Project Consultant (2021)

COEN+PARTNERS, TYPESA, and Eldorado

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



Value Proposition and Tariff Benchmarking (2024)

Lloyd's Register; RAK Ports

Establishing a clear value proposition for RAK Ports through baselining, competitive benchmarking, and value creation by analyzing tariff structures and identifying potential revenue opportunities.



Market Assessment (2024-ongoing)

Theme Logistics and Management

Detailed market assessment for Cement and Agri-commodities, to set up a grinding unit in the vicinity of Khalifa Bin Salman Port, Kingdom of Bahrain.

Market and Demand Assessment Select Assignments



European Bank
for Reconstruction and Development

Perspective Plan and Transaction Support (2021-23)

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)

C2S2, Vulcan Green Steel

Delivering expert services encompassing tariff structure development and financial assessment to optimise operational efficiency.



Tariff Benchmarking and Financial Assessment (2024)

LR, RAK Ports

Delivering expert services encompassing tariff structure development and financial assessment for Saqr Ports (RAK Ports)

OUR KEY BUSINESS ASSOCIATES AND SELECT CLIENTS

Government Authorities 15+ Projects	 UNITED ARAB EMIRATES MINISTRY OF FINANCE  श्यामा प्रसाद मुखर्जी पोर्ट, कोलकाता SYAMA PRASAD MOOKERJEE PORT, KOLKATA  Assam Inland Water TRANSPORT DEVELOPMENT SOCIETY	Multilaterals and Other Institutes 5+ Projects	 THE WORLD BANK IBRD • IDA WORLD BANK GROUP  Port of Antwerp Bruges International  CEPT UNIVERSITY  UPES UNIVERSITY OF THE FUTURE
Private Port/ Terminal Operators 10+ Projects	 JMBAXI THE PORT SPECIALIST Creating opportunities  Shapoorji Pallonji  ESSAR PORTS  इंडियन ऑयल Indian Oil	Logistics Service Providers 5+ Projects	 PALOGIX Logistics With Logic  THEME  Sacred River Management  DB SCHENKER
Technical Associates 10+ Projects	   EY Building a better working world  Synergy Consulting	Strategic Partners 10+ Projects	 Drewry  C2S2 Stimulating Sustainability  Merizen  MAXWELL STAMP KSA  Grant Thornton

PROJECT DESCRIPTION

SELECT WORKS

ASCELA

© 2025 ASCELA

SNAPSHOT OF KEY PROJECTS

Preparation of Integrated Water Transport Strategy for Assam Inland Water Sector under the Assam Inland Water Transport Project (AIWTP)

Preparation of Integrated Water Transport Strategy for Assam Inland Water Sector under the Assam Inland Water Transport Project (AIWTP)

KEY ACTIVITIES PERFORMED

- ✓ Situational analysis of the waterways sector in Assam.
- ✓ 20-year macro-level demand forecast for cargo and passenger services in Assam IWT (NW-2 and NW-16) and the potential for water tourism.
- ✓ Benchmarking with national and international IWT system(s) to draw lessons and good practices.
- ✓ Infrastructure gap assessment concerning “as is assessment” and “demand forecast” of various clusters/zones, projects, and sub-projects as navigational infrastructure, river and landside infrastructure, river dredging and reclamation, river training.
- ✓ Project prioritization, phasing, structuring, implementation strategy and framework.

KEY OUTCOMES

- ✓ Integrated Integrated Water Transport Strategy for Assam (2023-2043)
- ✓ Potential for Smart and Sustainable Waterway Navigation

- ✓ Implementable Action Plans for IWT Development in Assam
- ✓ Integration with alternate modes
- ✓ Phase-wise growth strategy



SNAPSHOT OF KEY PROJECTS (contd..)

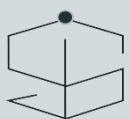
Assessing Logistics Services Opportunities through the Rapid Rail Transit System (RRTS)/Namo Bharat Trains in Delhi/NCR, India

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

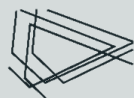
KEY ACTIVITIES PERFORMED

- ✓ 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
- ✓ 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.

KEY OUTCOMES



- ✓ Suitable business models and contractual designs to attract private partnerships
- ✓ Integration of passenger and cargo movement in RRTS



- ✓ Strategic Operational Plan for Freight Movement
- ✓ Key potential end users
- ✓ Phase-wise growth strategy



SNAPSHOT OF KEY PROJECTS (contd..)



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

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

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 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.

KEY OUTCOMES

- | | | | |
|---|---|---|---|
|  | ✓ Potential for PPP for 10th Ramadan Dry Port |  | ✓ Bankability issues related to the structure and documentation of the Dry Port project |
| | ✓ Potential bankability issues relevant to international financiers and investors | | ✓ PPP engagement framework |



SNAPSHOT OF KEY PROJECTS (contd..)

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

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

KEY ACTIVITIES PERFORMED

- ✓ Assess and diagnose existing 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 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.

KEY OUTCOMES



- ✓ Optimization of Warehouse practices and procedures
- ✓ Estimated KPIs and developed KPI Dashboard for enhanced supply chain visibility



- ✓ Demand Forecast and Replenishment Planning
- ✓ WMS and TMS implementation and optimization
- ✓ Distribution network optimization



Year: 2023-24

Location: The State of Kuwait

Client: ENY FZCO

Image is representative

SNAPSHOT OF KEY PROJECTS (contd..)

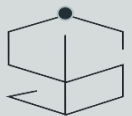
Market Advisory Services for multi-purpose terminals at eight MAWANI Ports in the Kingdom of Saudi Arabia

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

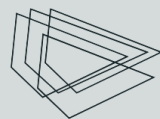
KEY ACTIVITIES PERFORMED

- ✓ 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.
- ✓ Traffic forecasts considering the impact of competition and the impact of key issues at ports.
- ✓ Investigated the existing cargo and vessel-based tariffs being charged by the present operators.
- ✓ 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.

KEY OUTCOMES



- ✓ Potential for privatization of MAWANI Ports in KSA
- ✓ Commodity-wise demand and development potential



- ✓ Traffic Forecast and Development Phasing
- ✓ Additional Infrastructure Requirements



SNAPSHOT OF KEY PROJECTS (contd..)

Value Proposition and Tariff Benchmarking for Bulk commodities at Mina Saqr port.

Value Proposition and Tariff Benchmarking for Bulk Commodities at Mina Saqr port, UAE

KEY ACTIVITIES PERFORMED

- ✓ Understanding competitor's service offerings, and how their tariffs are structured for various services like cargo handling, docking, storage, and other port services.
- ✓ Understanding how changes in tariff structures might affect the port's profitability, market share, and overall competitiveness.
- ✓ Benchmarking DUKC charges of Mina Saqr port at a global level to determine whether the existing pricing strategy aligns with market demands.
- ✓ Analysing the impact of an increase or decrease in tariff rates on the competitive positioning of the port.

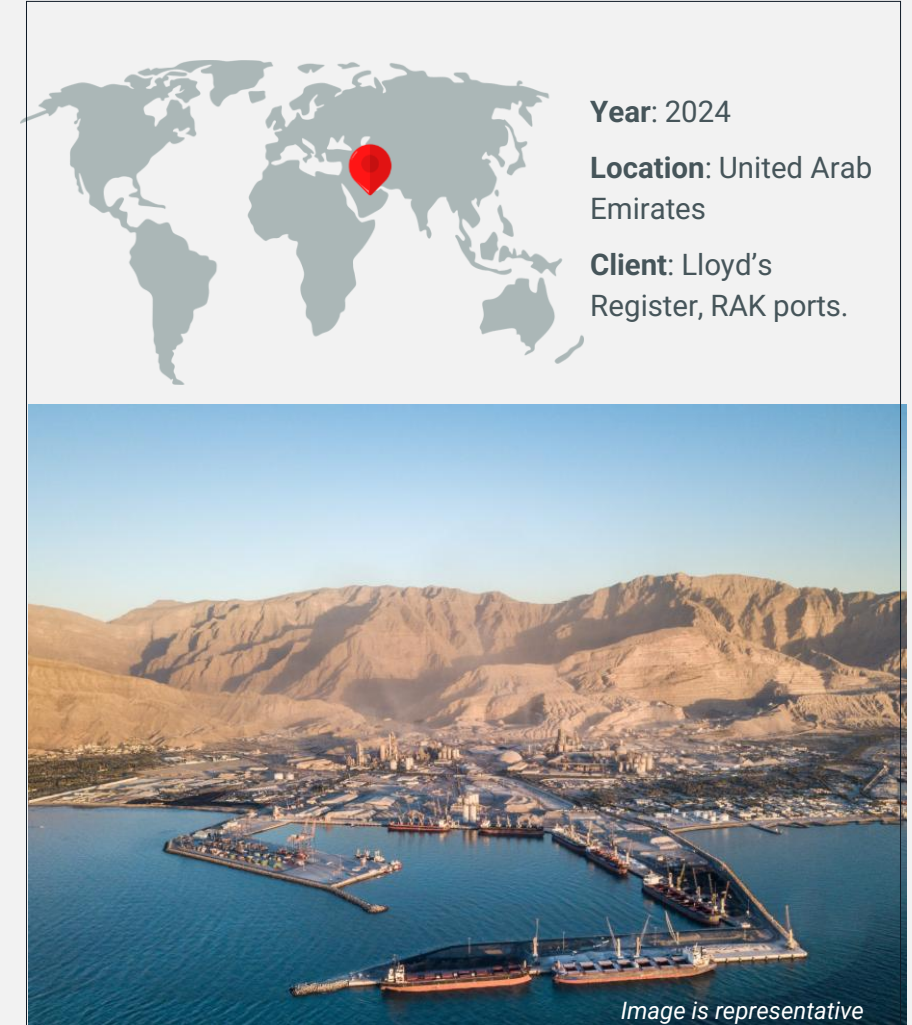
KEY OUTCOMES



- ✓ Potential Tariff Structure for export of bulk commodities
- ✓ Dynamic UKC tariff optimization and competitive impact



- ✓ Pricing Gaps and Cost Impacts due to Competition
- ✓ Potential for STS tariff optimization
- ✓ Potential Ship Booking Systems



OUR PEOPLE

OUR TEAM



ASCELA

© 2025 ASCELA

OUR CORE LEADERSHIP TEAM



Nivesh Chaudhary

Managing Director – Strategic Advisory

Nivesh is an Infrastructure professional with around two decades 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, Arab Republic of Egypt, UAE, Oman, Kingdom of Saudi Arabia, Bahrain, Namibia, and Kenya.

Nivesh was associated with companies like EY (Ernst & Young), AECOM, Drewry Maritime Advisors, and CRISIL (S&P Global) in the past.



www.in.linkedin.com/in/nivesh/



nivesh.chaudhary@ascelaadvisors.com



+971 56 809 2110 (UAE)
+91 9999024110 (India)



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 specialisation in stadium design and hospitality. He has successfully completed residential, industrial, and recreational projects of repute in the South Asia region. Nitin has designed stadium for the Commonwealth Games and for other key international sports events. He has served in Singapore, Australia, and Qatar.

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



www.linkedin.com/in/nitinsrivastawa/



nitin.srivastawa@ascelaadvisors.com



+91 9810905305 (India)

OUR CORE LEADERSHIP TEAM AND KEY ADVISORS



Cdr Rupendra Kaushik

Senior Advisor, Strategic Advisory

Marine, Naval, Shipyards, Shipbuilding, Shipping, Project Management, Heavy Engineering and Technology consultant with over 34 years of professional experience. Have been providing consultancy services since 2011 related to TEV studies, Market Analysis, M&A advisory, Project Management, Business Plan, Operations, Marine Engineering & Technology, PSI studies, etc.



Sangeeta Singh

Senior Advisor, Strategic 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.



Vandana Chaudhary

Director – Analytics

Vandana is a database professional with around 15 years of experience in market analysis, supply-demand analysis, database management, trade flow assessment, vessel line-up tracking, and price tracking. She has worked with Noble Agri (COFCO International) in the past. Vandana is currently also developing and managing ASCELA's proprietary data analytics tool.



Rajan Narayan

Regional Director- Strategic Advisory, MENA

Highly experienced logistics specialist with over 18 years of experience in the Ports and Shipping Sector. Strategic advisory work to consultants and contractors in the marine, logistics and ports sectors. Responsible for tendering, bidding, and business development/contracting for ASCELA in South Asia and MENA region.



CONNECT WITH US



www.ascelaadvisors.com

Nivesh Chaudhary

Co-Founder and Managing Director
Head, Strategic Advisory – Mobility and Supply Chain, ASCELA
nivesh.chaudhary@ascelaadvisors.com

Shikha Kosta

Regional Manager, Strategic Advisory, ASCELA
shikha.kosta@ascelaadvisors.com

OUR OFFICES



ASCELA ADVISORS PRIVATE LIMITED
2nd Floor, Eros City Square, Sector 49, Gurgaon- 122018, Haryana,
India.



ASCELA ADVISORS PTE. LTD.
#09-01, 20, Collyer Quay, Singapore (049319)



ASCELA MANAGEMENT CONSULTANCIES L.L.C
Office 19, MSH Business Center, 18th Floor, One by OMNIYAT,
Business Bay, Dubai, UAE (P.O. Box- 251756)