



DICKENSON

ROLE OF  
**FINANCIAL  
PUBLIC  
RELATIONS**

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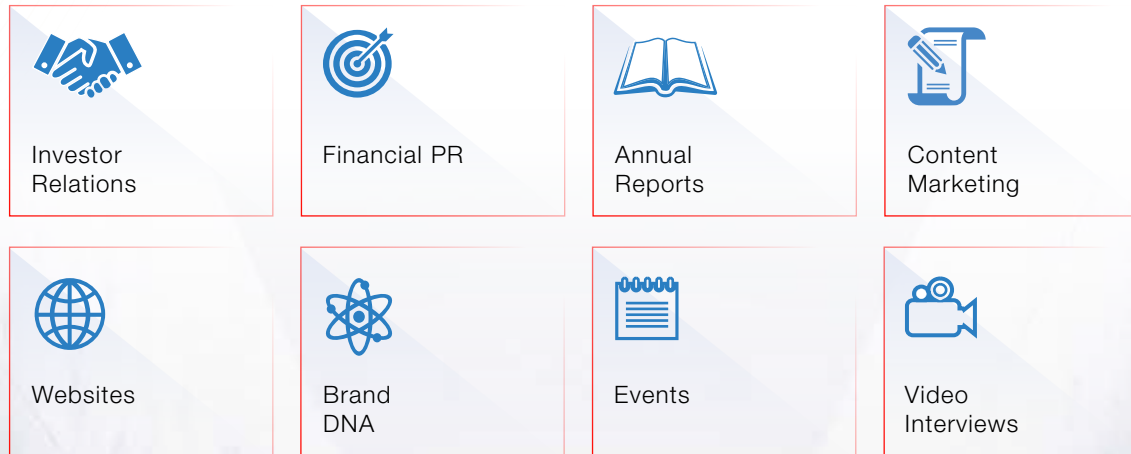
Presentation by  
Dickenson Financial PR





# Snapshot of Dickenson

We are part of an integrated FINANCIAL COMMUNICATION house, in which INVESTOR RELATIONS & FINANCIAL PR are our ANCHOR services. As an integrated solution provider with multi specialisms under one roof, we are able to offer superior solutions that other stand-alone service providers cannot.



# Our Integrated Service Model for Financial Communications

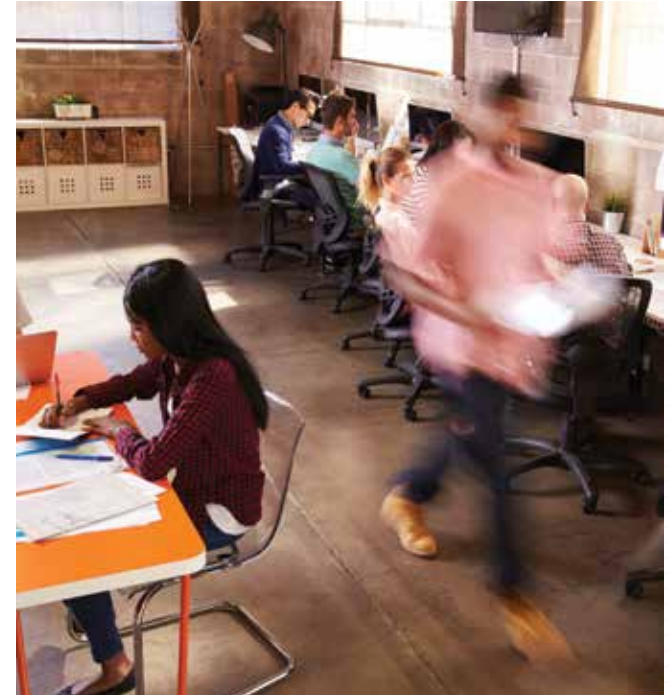
## DICKENSON

ADVISORY & EXECUTION

CONTENT & ORIGATION

CREATIVE DESIGN

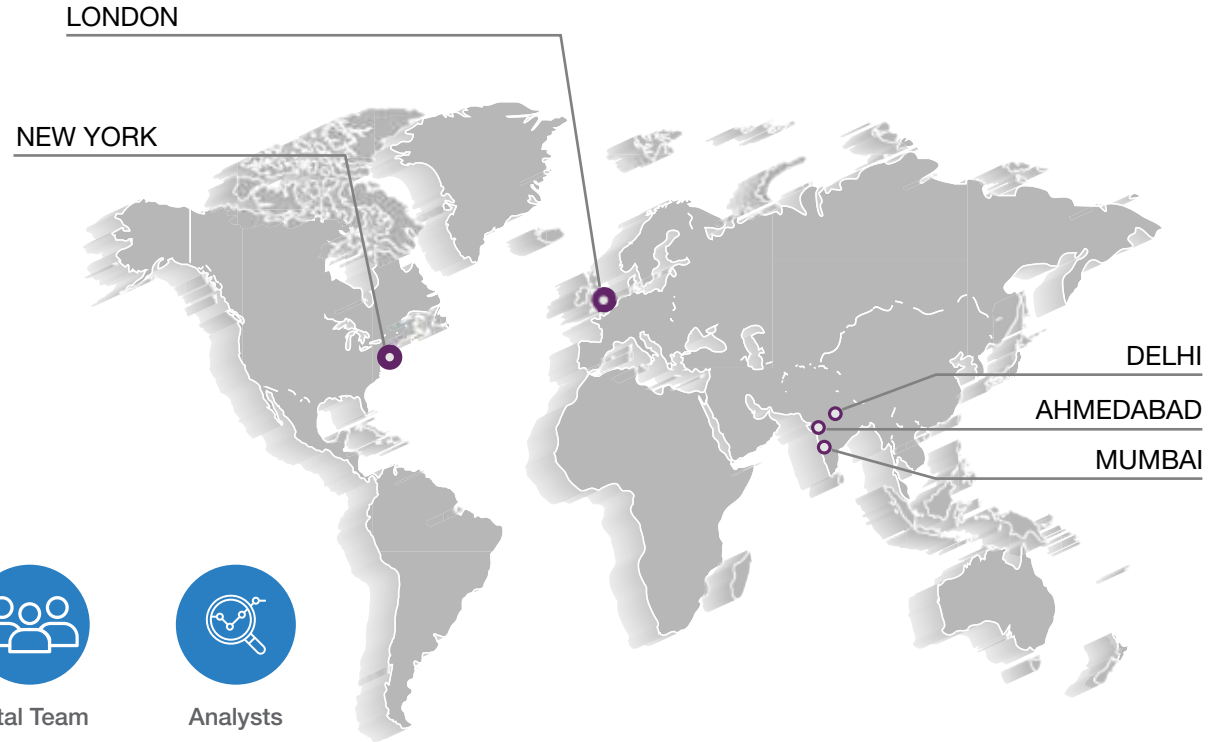
CHANNELS & DELIVERY



DICKENSON is amongst the very few Agencies which can offer truly integrated solutions, ensuring consistency in the quality of messaging across various financial communication mediums.



# Presence & Strength of Dickenson



Active Clients

95+



Offices

LONDON  
NEW YORK  
MUMBAI  
DELHI  
AHMEDABAD



Total Team

35+



Analysts

10+



# Dickenson is a custodian of your Capital Market Reputation



## Dickenson FPR's Mandate

Proactively and consistently keep you appearing in a good light across Business Media

## DICKENSON FINANCIAL PR

is a differentiated service, which adds value to your IR or generic PR programme.

# How is Financial PR different from General PR



## Dickenson FPR's Mandate

Proactively and consistently keep you appearing in a good light across Business Media

### General PR

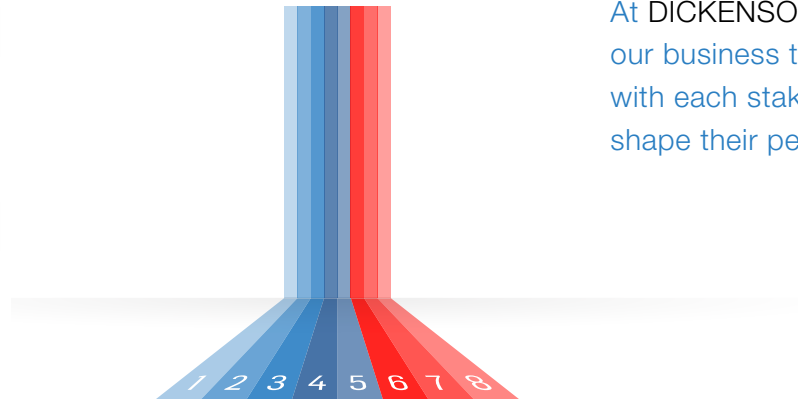
- Generic, customer oriented
- Works towards improving brand recall and revenues
- Aligned with the marketing department
- Derives inputs from brand communications / advertisements
- Focused on 'Share of Voice'
- Spokespersons: Marketing Head / Business Head / CEO

### Financial PR

- Strategic, focused on capital market reputation
- Works towards strengthening company's investment case
- Aligned with the finance department
- Derives inputs from IR
- Focused on 'Key messages'
- Spokespersons: MD / CEO / CFO / IRO

# Financial PR focuses on Capital Market participants

- 1 Debt Providers
- 2 Regulators and Compliance
- 3 Institutional Investors
- 4 Investment Bankers
- 5 Retail Investors
- 6 Brokerage Houses
- 7 HNI Community
- 8 Private Equity Investors



At DICKENSON FINANCIAL PR, we make it our business to understand where you stand with each stakeholder, and how we can shape their perception in your favour.

Capital Market Participants

# How is Financial PR different to Investor Relations?

While proactive IR manages the Institutional Investor sentiments, Financial PR can help target select Media channels which influence BOTH Retail & Institutional Investor sentiments.

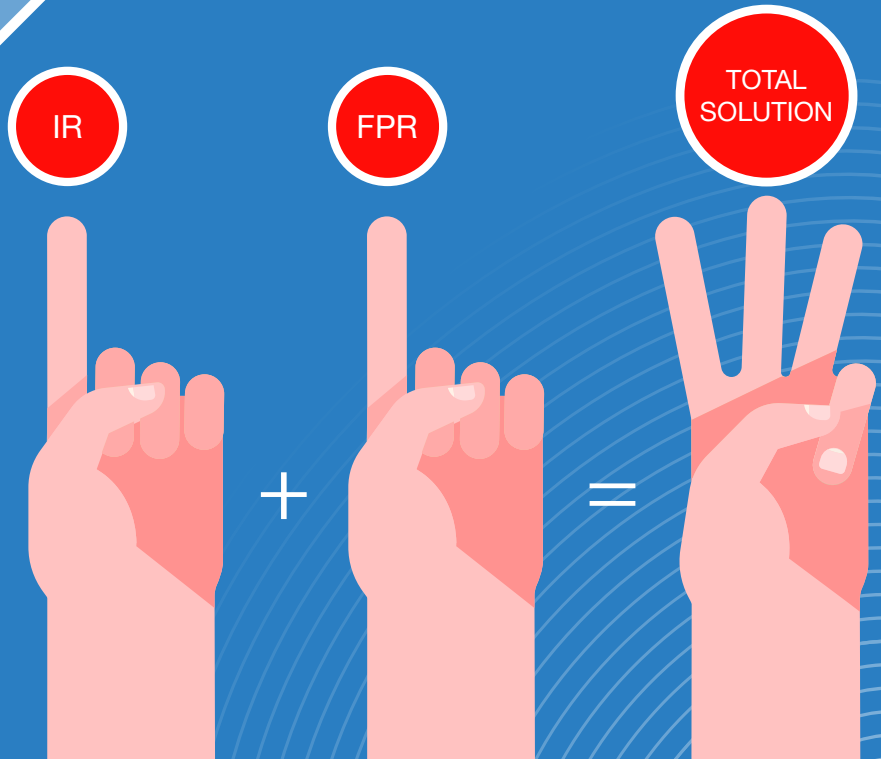
## How is Financial PR different from Institutional IR ?

- Financial PR focusses on strategic engagement with business media – key influencer for retail investors and wider group of stakeholders
- Dickenson FPR helps companies to plan strategic business stories, releases, newsletters, interviews covering various qualitative aspects about the company's journey, crafted for each stakeholder type
- Dickenson's strong editorial team helps companies develop Content and then disseminate it on larger print & digital media platforms
- Strategic FPR helps to shape/enhance Corporate Reputation in the minds of larger public/retail investors, and aids during crisis communications

How is Financial PR different to Investor Relations?

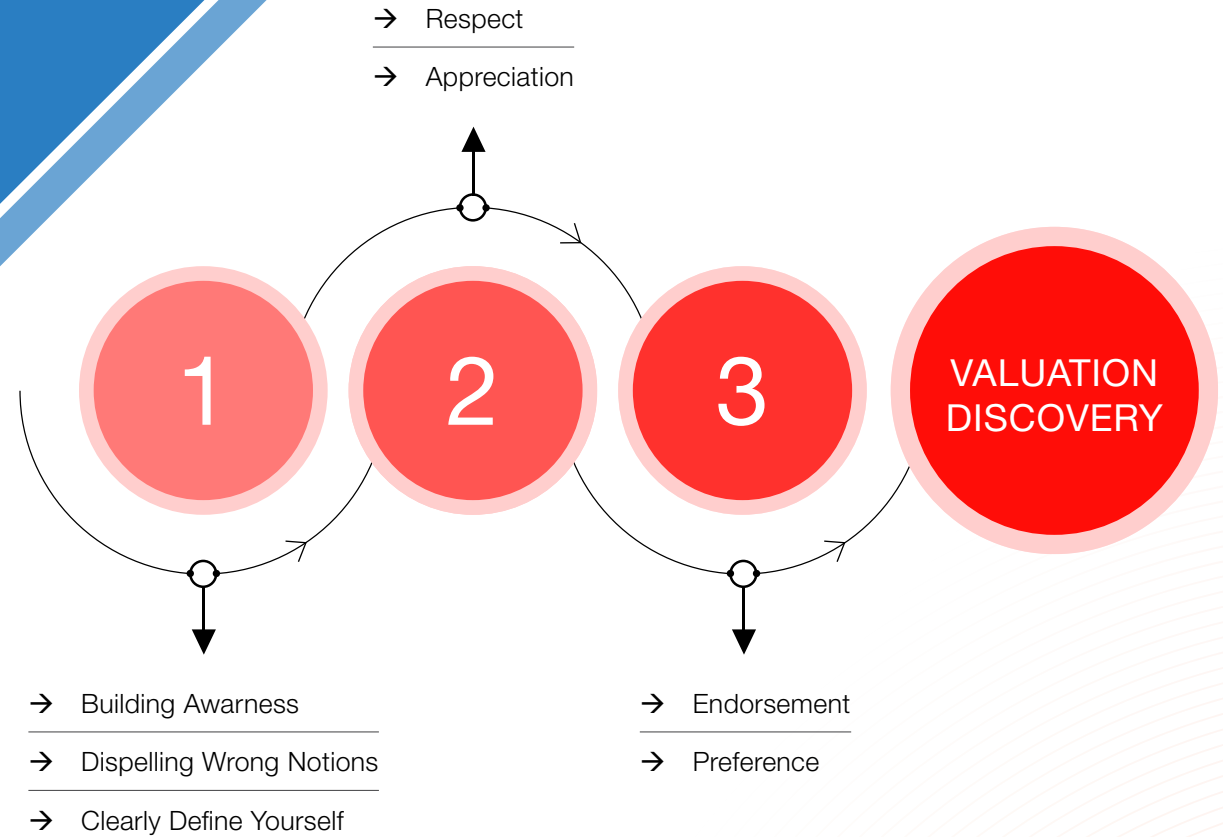
# Advantages of IR + Financial PR

- Dickenson IR + FPR can provide companies an integrated approach towards managing financial communication
- Combined IR + FPR offering can help companies maintain consistent communication while dealing with various stakeholders
- Combined IR + FPR can also help company's internal IR and Corporate Communication Departments to cohesively work towards effective financial communication





# Financial PR journey to Value Discovery



We are highly strategic in our execution, which is goal driven and ultimately aids your Value Discovery.

# Financial PR communicates non-financial measures better

Apart from letting numbers do their talking, we also focus on narrating your non-financial measures through strong story telling



# Media as an Investor Influencer



- The company is, and will always remain, the primary information source for investors

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- The stakeholder perception of a company is in large part formed through the lens of the financial news media

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- While the corporate initiatives unlock value, spreading their awareness through media enhances value

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- The best medium to amplify non-structured corporate information along with financial metrics

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- As corporate conflicts get played out in media, it becomes an important tool to protect and build TRUST

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- A good management interview can go a long way in setting expectations and building consensus



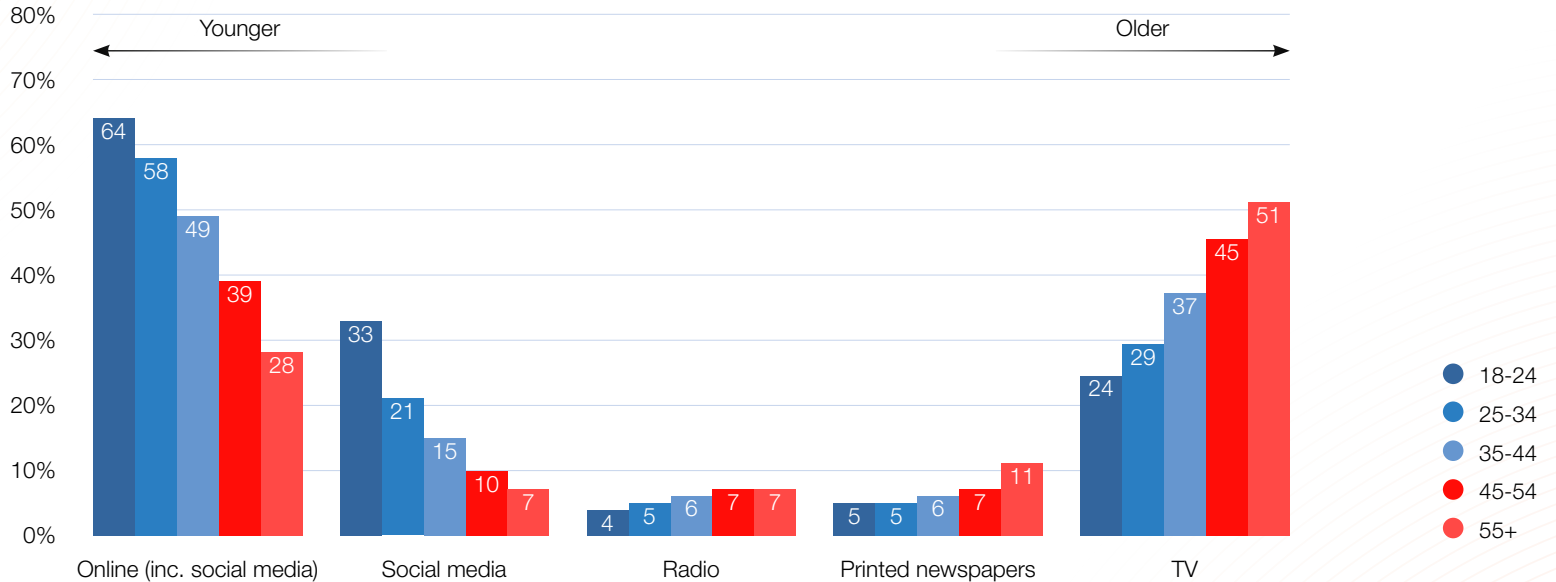
## Conventional Business Media and their Limitations

- The importance of legacy print and electronic media cannot be understated
- Yet, mid-cap and private companies often feel short changed
- Press releases get sharply edited often losing the context and key messages
- News from mid-caps fall victim of editorial compulsions; bigger companies or 'fancy' sectors occupy most of the space
- Losses make better headline than profits, top level exits make better news than a company's better HR policies
- Short interviews on business channels rarely do justice to corporate narratives
- Media misinterpretation or out of context quotes permanently scare away the management



# Business Media in Digital Age

## MAIN SOURCE OF NEWS BY AGE - ALL MARKETS



Business Media in Digital Age

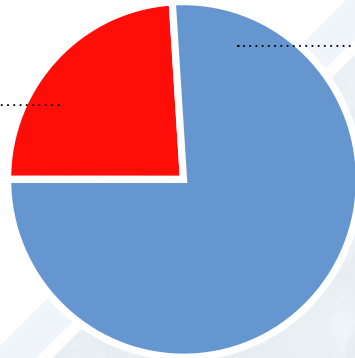
# The World is steadily shifting to Digital

Digital now represents more than Three-Quarters of FT's total paying audience, exceeding 714,000.

Financial Times  
February 13, 2018

## Print

- Though India remains one of the few growth markets for print media circulation, it is the regional language publications that are contributing to the growth
- English print media circulation has been growing at a tepid 10 year CAGR of 2.9%
- Situation with English business media is much worse



## Digital

Globally, the print media has been posting a steady decline due to a general shift towards digital.



Financial PR in the Digital Age:


# Dominated by Internet Search Engines & Data Subscription



Retail  
Investors



Institutional  
Investors



Financial PR in the Digital Age:

# Content is King

- With the development of the Internet, PR has moved from a broadcast model to an engagement model
- PR specialists focus a large majority of their time on content creation
- Unedited, undiluted point of view which is free of journalistic bias score
- New media such as blogs, videos and social media will gain prominence in business communications



Financial PR in the Digital Age:

# The importance of having a robust Website



Having control on the message, and the channel to disseminate it seamlessly on a real-time basis, is essential in today's digital world.

- Investors are increasingly consuming information digitally
- Your Corporate website and IR pages is the SINGLE MOST important place where investors go to learn about you
- Our websites are CMS based, allowing you to keep your news & disclosures 100% on-time

Corporate Reporting:

# The importance of a robust Annual Report



Your Annual Report is the 2<sup>nd</sup> most referred to Document by your investors, after your corporate website.

Dickenson authors & designs Annual Reports for more than 50 corporates each year.



# Shifting the Perception Needle in your favour

- All roads of communication must lead to shareholder value
- Quality of messages over quantity (frequency)
- Corporates must strive harder to communicate a variety of corporate news effectively and precisely
- This requires a good combination of
  - The art of storytelling
  - Strategic media engagement
  - Blend of the new and the old media platforms
- Choice of appropriate communications tool for different stories
- A well thought-out communications policy and protocols bring consistency and discipline

# Press Releases are dead, long live the press releases



- Press Releases are probably the oldest corporate tools used (and abused) to make announcements

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- Media houses receive hundreds of press releases each day and most are routinely ignored

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- However, in the digital age, press releases have become more important than ever

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- Releases/self published stories/blogs containing key messages that resonate with stakeholders, highlighting the company in good light, have a longer shelf life in the digital domain

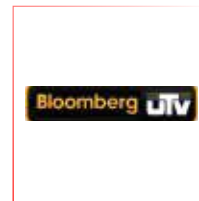
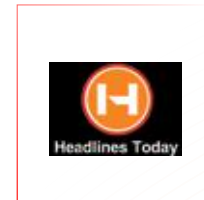
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- More importantly, these messages are unedited and without biases

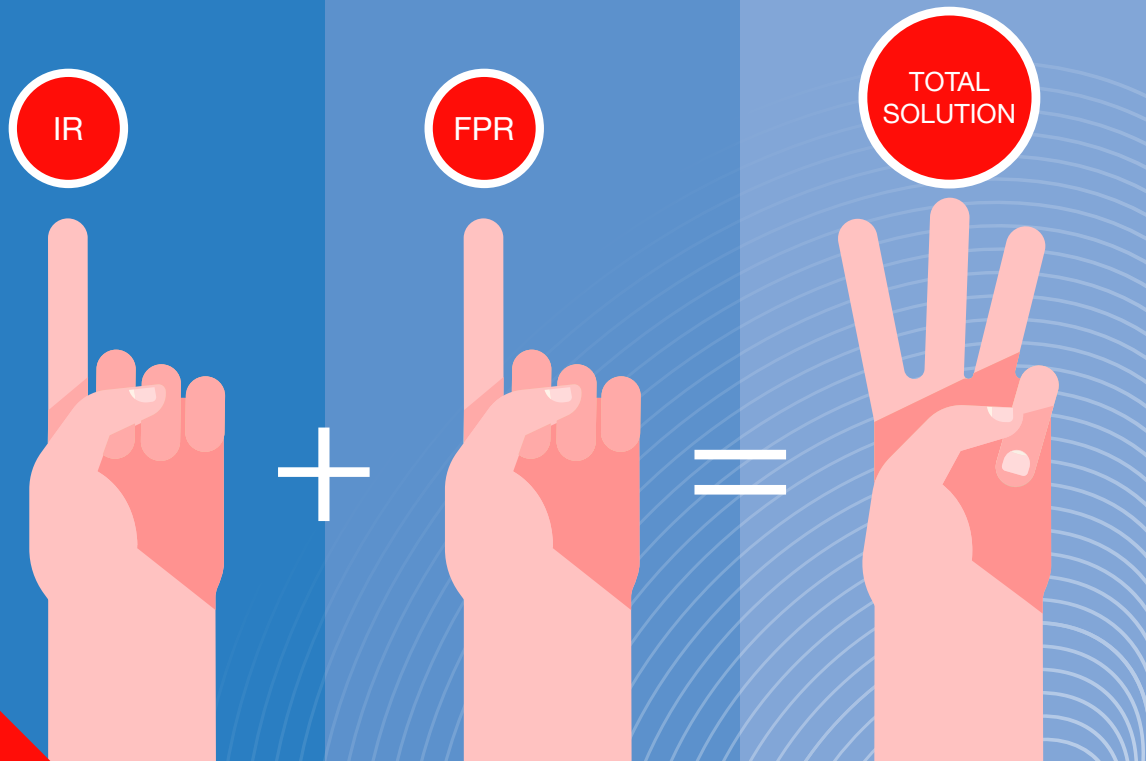


# Business Channels and you – the art of short story telling

- Companies would do better if electronic media is engaged in story telling rather than a rapid fire Q&A round
- Few long format TV interviews with well crafted messages go a long way in building strong corporate narrative than frequent brief appearances resulting in temporary stock price spurts



# Can Financial PR play an equal role to Investor Relations in accelerating market discovery?

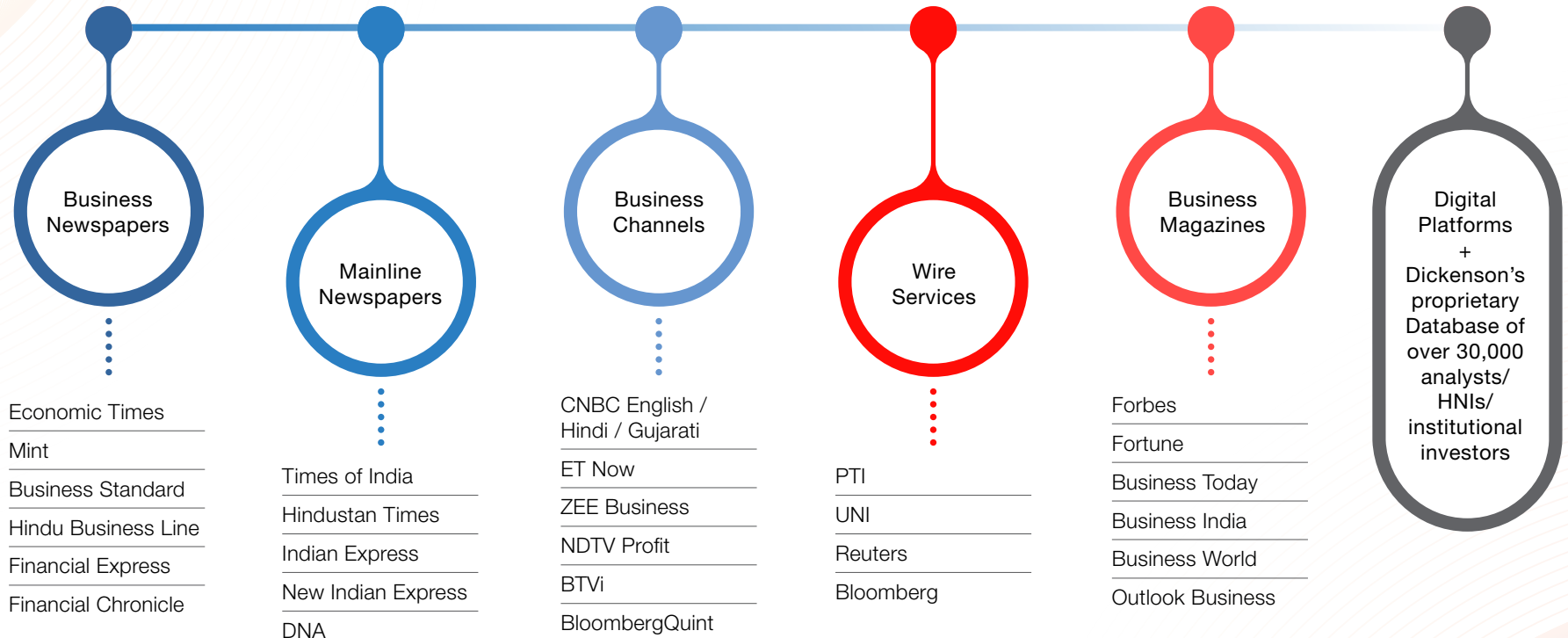


- If the market value is a function of performance and perception, then Financial PR plays a very important role in shaping the latter
- Key role of Financial PR is to build a long term positive consensus amongst all the stakeholders, but most importantly with stakeholders within the capital market
- Financial PR consistently portrays the company in positive light, dispels wrong notions and equips companies in protecting the reputation in crisis situations
- Financial PR helps improve trading liquidity of the stock, reduces stock price volatility and works towards creating a balanced shareholder base



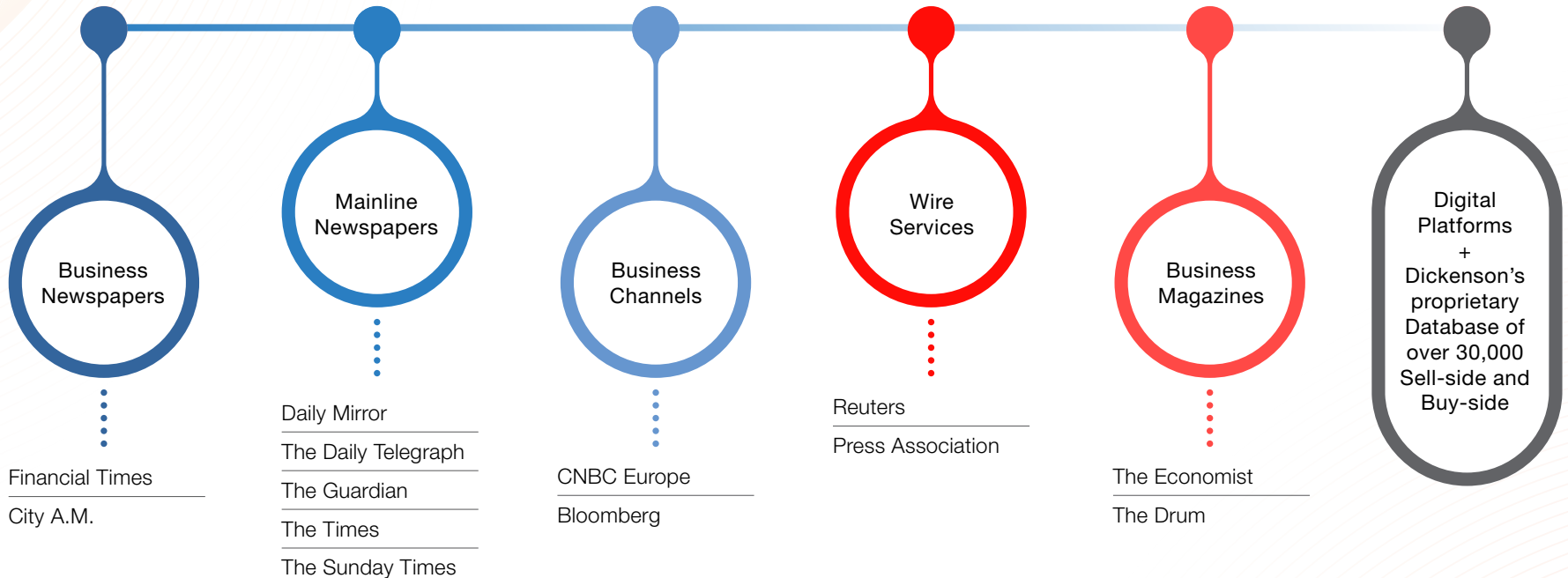
# Your FPR Media Universe (India)

Strategic engagements with Business & Financial Media universe:



# Your FPR Media Universe (UK)

Strategic engagements with Business & Financial Media universe:



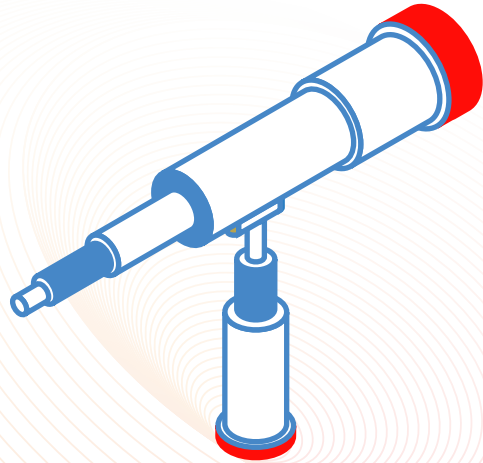


# Dickenson FPR's differentiated Scope of Services



- Dickenson Financial PR helps ideate, author and communicate compelling stories on you for the capital market participants through print, digital and television media platforms.
- We support and nurture your Capital Market Reputation through strategic engagements with traditional and contemporary media platforms to help you build a long term mutually beneficial relationship with your key stakeholders.
- You can take control of your halo through our unique Corporate & Financial Public Relations service, designed and implemented by India's top Investor Relations, Financial Public Relations & Corporate Communications professionals.
- We are directly well-networked with investors, brokers and HNIs through our proprietary database and its direct one2one story dissemination service.

# Dickenson Financial PR – Scope of Work



→ Corporate Reputation

→ Media Relations

→ Transaction Communications

→ Content Marketing



Dickenson Financial PR – Scope of Work

# Corporate Reputation



## Corporate Reputation

- Communications Audit
- Research, Insights & Strategic Counsel
- Stakeholder Mapping & Outreach
- Positioning Statements & Key Messages
- CEO Messaging & Thought Leadership
- Communications Policy & Protocol
- ESG Communications
- Special Situation & Crisis Communications

# Media Relations

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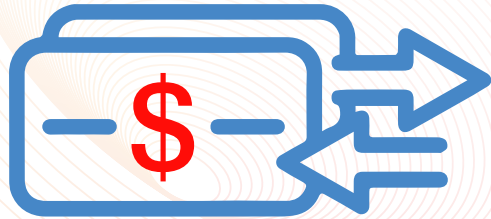
## Media Relations

- Media Strategy
- Media Coaching
- Media Mapping & Strategic Engagement
- Media Events
- Media Perception Research



Dickenson Financial PR – Scope of Work

# Transaction Communications



## Transaction Communications

- Media Strategy
- M&A
- Capital Raising
- IPO Communication
- Buybacks, De-listing

# Content Marketing

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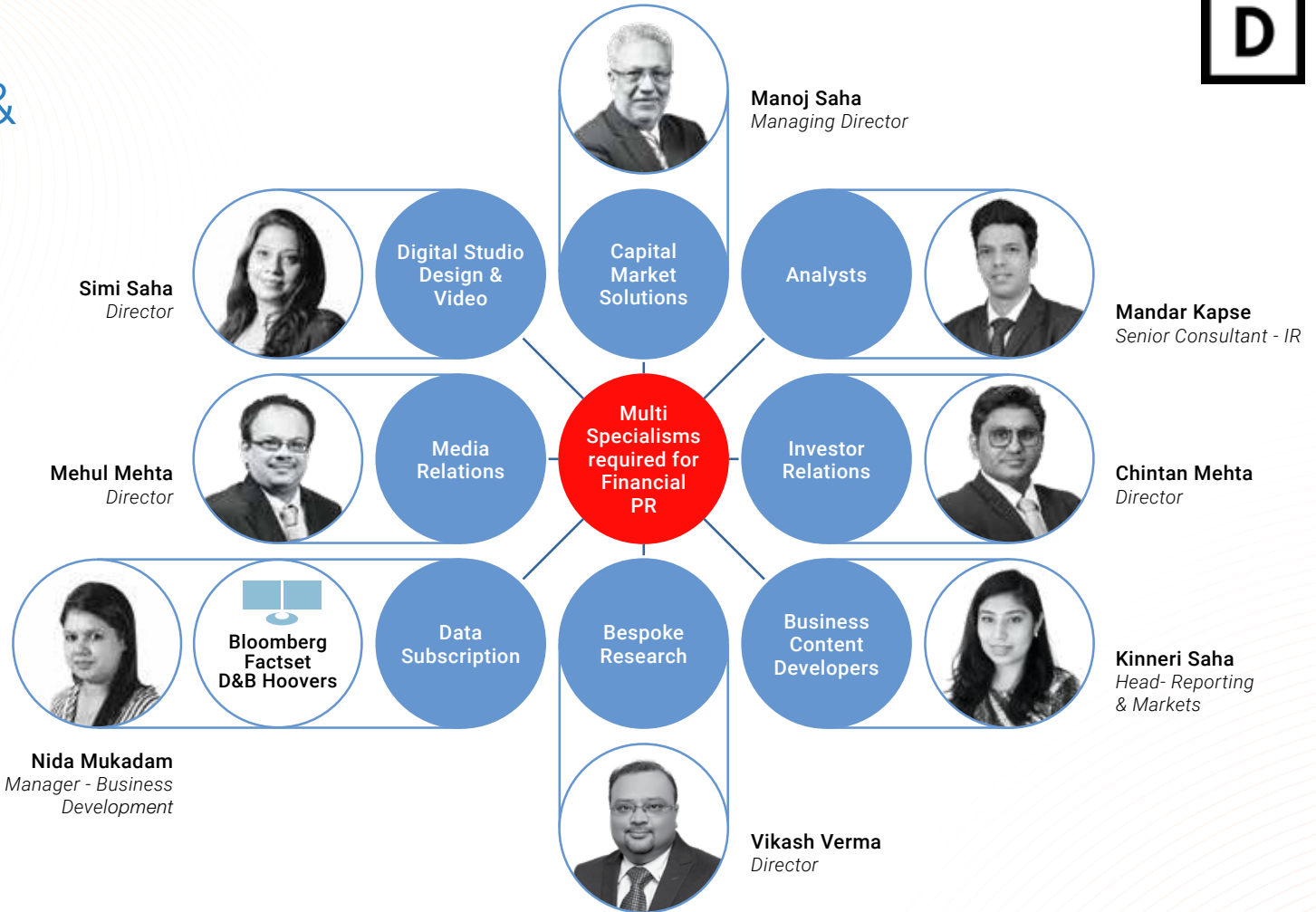
## Content Marketing

- Media Strategy
- Story Ideation & Development
- Editorial Services
- Distribution & Coverage
- Analytics
- Financial PR on Social Media
- Storyboard & Production of Videos
- Marketing Automation Strategies



# Key Skills & Expertise

DICKENSON's breadth of Leaders with multiple Specialisms - yield superior results



For leadership profiles, visit:  
[www.dickensonworld.com](http://www.dickensonworld.com)

Case Study - 1

# Transaction Publicity Support

## Midcap

Market Cap (\$ US)

>1.2 billion

Industry

Real Estate

Investor Relations  
Financial PR  
Annual Reports  
AR Website  
Analytics

## Situation

India's largest retail mall developer and owner created a strategic investment platform with one of the world's largest pension fund

## Complexity

- First of its kind deal in India. Involved asset valuation at one of the lowest cap rates
- Provided growth capital to the company for the next 5 year expansion
- Complex deal structure

Case Study - 1

# Transaction Publicity Support



## Dickenson FPR's Role

- Developed sharp messages to underpin the significance of the deal
- Developed media outreach strategy for maximum mileage
- Strategically chose right media platform for the story
- Coached the management for effective message delivery in televised interviews

## Results

- Despite the late issue of the official press release, all the important business papers prominently carried the news
- More than 70 relevant digital platforms carried the news release verbatim
- Over 10 minutes interview with a business channel jointly with the two MDs
- Helped various stakeholders understand the significance of the deal clearly
- Subsequent to the deal, all the media coverage on PE investments in real estate, without exception, covered the deal extensively

# Shifting the Perception Needle

## Midcap

Market Cap (\$ US)

>100 million

Industry

Information Technology

Investor Relations  
Financial PR  
Annual Reports

## Situation

- Listed IT company with legacy BPM and services business suffering from perception issues
- Company's acquisitions history was unnoticed

## Complexity

Absolute lack of awareness among stakeholders about the cutting-edge work done by the company in Artificial Intelligence, Machine Learning and SMAC, resulting in neglect for investors and media

## Shifting the Perception Needle



### Dickenson FPR's Role

- Assessed and Re-created the company's positioning narrative
- Created an informative Fact Sheet highlighting new focused area and work done for some of the sector leaders
- Created stories around the company's investment in R&D, infrastructure and talent to expand in businesses
- Story with a business channel highlighting the company's transition
- Created a focused messaging & outreach plan for an imminent acquisition of a new-age company

### Results

- Despite this still being work-in-progress, stakeholders have welcomed the refreshing narrative of the company
- Awareness of the acquisition story created significant buzz around the company
- Investment magazines showed interest in the company's future plans and outlook
- The company got rated as one of the "Next 500" and "Stocks to look out for" by business magazines
- The media coverage adopted the new narrative of the company and established its connection with new-age technologies



Case Study - 3

# Positioning & Visibility Enhancement

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PRE - 2<sup>nd</sup> Round  
PE Fund Raise

Industry

## Healthcare

Financial PR

### Situation

A young private nutrition company with novel drug delivery solution, backed by ultra HNIs, looking to create visibility amongst key stakeholders and to raise second round of PE funding

### Complexity

Small, yet fast growing, business; 3 business lines (B2B, B2C and International); complicated structure; nascent drug delivery technology; young team; incoherent narrative; too much to communicate

## Positioning & Visibility Enhancement



### Dickenson FPR's Role

- Set the priorities and key communications objectives

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- Developed focus messaging around Technology, Products, Market Segment, 5-year Business plan and growth strategy

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- Created stories around the company's business models, business drivers, market readiness for the new drug delivery

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- Extensively used digital media platforms to create awareness and visibility

### Results

- Dickenson brought a sense of objectivity, priority and focus to the company's communication strategy

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- The stories showcased the strength of the company's business model; clearly articulated the advantage of the newer drug delivery model as well as built awareness about the company's OTC product portfolio for diverse applications. The stories supported and strengthened the company's investment rationale in timing with an upcoming deal roadshow.

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- The stories got covered in important and relevant business media platforms such as PTI, Bloomberg, PRNewsWire, VCCircle, Business Today, Dalal Street Investment Journal, Indiainfoline, etc

# A deep talent pool for strategy, content & media



**Mehul Mehta, Director** is a CA with >20 years of experience in Financial PR, IR and IPO communications consulting. Mehul has worked with some of India's largest PR agencies and has guided >100 companies on their positioning, messaging, stakeholder outreach and capital raising.



**Kinneri Saha, Head - Reporting & Markets** is an Economics major graduate, with minors in Liberal Arts and Business Studies from NY University & Stern Business School (NY). Joined full time in May 2016, she is a consultant within Dickenson's Investor Relations practice, and the content curator for the corporate reporting and financial PR practice of Dickenson.



**Hiral Keniya, Senior Consultant** holds an MMS in Finance with over nine years of diversified experience as Business Associate, Financial Analyst and Equity Research Analyst. Additionally, he was associated with one of the leading financial communication firms and has authored more than 20 Annual Reports for sector agnostic companies. At Dickenson, he is responsible to churn out actionable insights for IR and AR clients.



**Forum Avlani - Editor- Financial Market Communications**, is a CA final candidate and has completed her PGD in Economics. At Dickenson, she looks after researching and authoring annual reports for companies in sectors such as BFSI, Information Technology, Oil and Gas, and Manufacturing along with providing full editorial assistance to the Company's IR team.

## A deep talent pool for strategy, content & media



**Chintan Mehta -**  
*Director*, is a fully qualified CA, and a graduate of NMCCE. He has >13 years of experience as a research analyst with various sell-side firms. He has well rounded skills in Equity Research looking at multiple sectors. Chintan adds insights with a distinctly sell-side research flavour to Dickenson's Investor Relations & Financial PR practice.



**Nida Mukadam - Manager -**  
*Business Development*, has been with Dickenson for more than 6 years and is an integral team member of Dickenson Markets, the business development and financial PR dissemination arm of the Company. She also looks after the company CRM's data acquisition and integrity, covering all important stakeholders in the capital markets.



**Shivami Jaiswal -**  
*Editor- Financial Market Communications*, holds a PGPM in Finance from ICFAI Business School, Mumbai. As a part of the Editorial and Contents division at Dickenson, she is responsible for researching and authoring annual reports and providing complete editorial support to the Company's Investor Relations practice.



**Mandar Kapse -**  
*Senior Consultant -IR*, has 5 years of diverse professional experience spanning across Investor Relations & Equity Research. He started his career at Dickenson, working with clients in the financial services, consumer & manufacturing sectors, to successfully enhance investor outreach & drive effective stakeholder management. He has done his Bachelor's in Commerce from Podar College, Mumbai University and MBA-Finance from Institute for Technology & Management (ITM), Mumbai.

## A deep talent pool for strategy, content & media



**Nachiket Kale** - *Associate Consultant*, is a graduate in management studies from University of Mumbai who started his career in middle-office investment banking operations at J.P. Morgan India. Prior to joining Dickenson, he worked at MSCI Inc. in the Mergers & Acquisitions team tracking the EMEA & APAC capital markets. He is currently an Associate Consultant at Dickenson, looking after turnkey IR mandates of multiple companies.



**Chinmay Madgulkar** - *Consultant*, has over three years of diverse professional experience spanning across Equity Research, Analytics and Investor Relations. He has done his Bachelor's in Engineering from University of Pune and holds an MBA in Finance from Xavier Institute of Management & Research (XIMR), Mumbai. He has also completed his CFA Level 3. He is currently a Consultant at Dickenson, looking after turnkey IR mandates of multiple companies.



**Manasi Bodas** - *Associate Consultant*, is a Postgraduate in Finance from ICFAI Business School and is currently a CFA Level 2 Candidate. She started her career with at JP Morgan where she was tracking the EMEA capital markets. Post her MBA she joined Anand Rathi Brokerage Investment Banking Division She is currently an Associate Consultant at Dickenson, looking after turnkey IR mandates of multiple companies.



**Jill Chandrani** - *Research Associate*, holds B.com Degree from Smt. M.M.K. College of Commerce and Economics. Candidate of CFA level – I. Previously has work experience of 1 and half year in a CA firm. At Dickenson, she implements various Investor Relations activities for clients across sectors. She also works with the business development team for maintaining the company's CRM database.

## A deep talent pool for strategy, content & media



**Shankhini Saha - Business Head - New York (USA) Bureau**, graduated in 2019 in “Global Studies and Politics” from The New School in New York City, and is currently also pursuing a Masters Degree in “International Relations” at the New School. She joined Dickenson in August 2019, and represents the company’s emerging US presence. Based in New York City, she assists the Directors in the business development activities of the company within American markets.



**Krishna Patel - Consultant**, has a Bachelor in law from L.A. Shah law college and completed Ms Finance and is a Chartered Financial Analyst from ICFAI. She began working with a Merchant banker for two and a half years, followed with Credit Rating firm ‘CARE’ for nearly two years. Thereafter, she worked with a textile conglomerate handling investor relations for nearly two years. She joined Dickenson in May 2018 for handling the Gujarat region.



**Amritha Poojari - Research Associate – IR**, holds an B. Com (Financial Markets) Degree specialising in financial markets from University of Mumbai. Currently, pursuing PGDM/MBA in Finance from Narsee Monjee Institute of Management Studies (NMIMS). At Dickenson, she is responsible for various Investor Relations activities of companies across sectors. She is also responsible for maintaining and adding to the company’s CRM database.



**Priyanka Singh -Business Head - NCR Region**, graduated with a Masters Degree from Delhi University, with an additional diploma in Public Relations and Advertising. With more than 15 years of experience in this field, she brings a strong understanding of the NCR business landscape and a highly sensitive approach to client servicing. In June 2019, Ms. Priyanka Singh joined Dickenson World in the next phase of her professional journey as the Business Head – NCR Region.







**DICKENSON**

## Financial PR

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Thank You



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