

DICKENSON

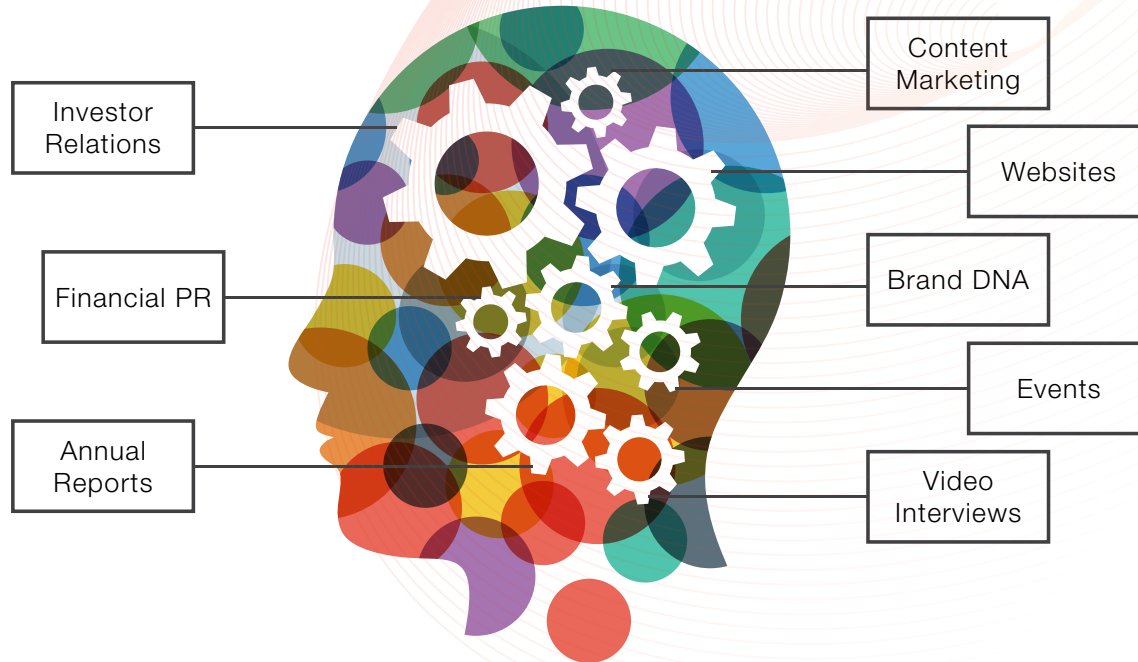
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Corporate Reporting &
Digital Services

www.dickensonworld.com

Who we are

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.



Capital Marketing Communications



FINANCIAL PR

Editorial
Communication
& Media Relations
Skillsets



INVESTOR RELATIONS

Financial Analytics
Research & Advisory
Skillsets



CORPORATE REPORTING

Conceptualisation
Theme building
Designing
Artwork &
Typesetting
Skillsets
Digital Strategies



OUR INTEGRATED SERVICE MODEL

for Financial Communications

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

DICKENSON

ADVISORY &
EXECUTION

CONTENT &
ORIGINATION

CREATIVE
DESIGN

CHANNELS &
DELIVERY



Presence And Key Strengths OF DICKENSON



Total Team

35+



Analysts

10+



Active Clients

95+

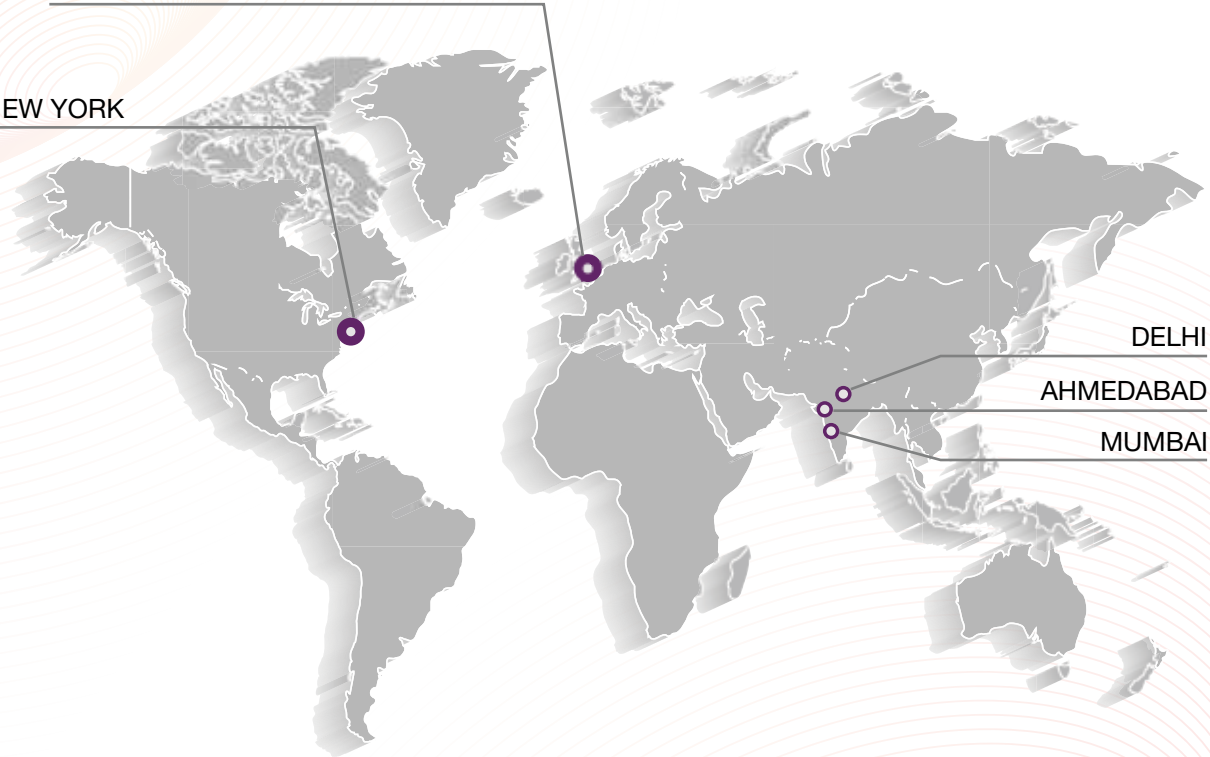


Offices

LONDON
NEW YORK
MUMBAI
DELHI
AHMEDABAD

LONDON

NEW YORK



DELHI

AHMEDABAD

MUMBAI



WHY DICKENSON?

FOR CORPORATE REPORTING SERVICES



Dickenson's unique ability to carry out research, author and design, all under one roof, allows it to be competent and confident turn-key creators of your Annual Report.

This turn-key responsibility takes much of the burden off from CFOs and IROs, who can take comfort in Dickenson's meticulous approach to controlling every aspect of your annual report production.

Often, weak project management in itself can result in a compromised and sub-par annual report.

Due to our domain experience, we know the potential pitfalls and missteps that one could make, and avoid them diligently.



OUR TEAMS

for Corporate Reporting Services



Research &
Content



Design
Production



Project
Management



Digitisation



Corporate
Photography

Dickenson authors and designs Annual Reports
FOR MORE THAN 50 CORPORATES EACH YEAR.



OUR ANNUAL REPORT SOLUTIONS

YOUR ANNUAL REPORT IS THE 2ND
MOST REFERRED TO DOCUMENT
BY YOUR INVESTORS, AFTER
YOUR CORPORATE WEBSITE.

- 01 End-to-End turnkey solutions
- 02 On-site Production
- 03 Project Management & MIS
- 04 Printing Supervision



OUR CORPORATE REPORTING TEAMS

1. RESEARCH & CONTENT

We realise that when written well, an annual report need not just be a historical reporting document, but also a highly engaging and opinion shaping tool. With decades of experience within the leadership team handling this practice, you can be sure you're in safe hands when it comes to writing your annual report.

Annual Reports are increasingly becoming one of the most important platform for narrating your Company's story for Investors, Employees and Partners. Controlled by regulation and defined codes of do's and dont's, it is the one key document that every one reads to search the truth about your company.

Apart from containing the historical data on the previous year's financial results, your report can also contain a rich "front-end", where the management has substantial freedom to tell the business story through narrative reporting.

OUR CORPORATE REPORTING TEAMS

1. RESEARCH & CONTENT contd.

Dickenson prides itself in being highly adept and capable when it comes to researching and authoring annual reports.

With more than 10 analysts in our team covering a wide spectrum of industries, and unfettered access to our in-house Bloomberg and Factset terminals, we are amongst the most sought after Annual Report producers in the business.



SERVICES OFFERED IN RESEARCH & CONTENT:



Research



Drafting of Content



Positioning and Messaging



Message to Shareholders



Focus Stories



Case Studies



MDA Drafting



Integrated Reporting

1. RESEARCH & CONTENT contd.

Dickenson believes that an Annual Report should be purposeful and help move the needle in favour of a better perception within the marketplace.

Before crafting the content plan of the report, Dickenson takes great pains to understand the need of the hour requirements in terms of investor relations communication objectives, and ensures that the key messaging is embedded within the various sections of the report.

Dickenson's KRAs for Drafting an Annual Report:

- We define the key additional KPIs, over and above the obvious ones, that could be used to strengthen our positioning.
- Sometimes, we carry out quick dip-stick surveys on understanding why a company might be undervalued compared to its peers.
- We conduct multiple interviews across the various levels of the organisation structure of the company, to get both the big picture and the granular.
- Once completed, this exercise allows us to define the key positioning and messaging that is most appropriate for the company at that given time.
- Many times, we author special feature stories that appear in the front-end to drive home the point that our positioning audit tells us.
- At the end of this process, you get a highly rich and purposeful annual report that has a positive impact on its readers.



2. DESIGN PRODUCTION

Dickenson DIGITAL, the company's in-house Graphic Design Division, is a respected full-service design house based out of London and Mumbai, and has had the pleasure of working with more than 400 clients over the last eighteen years.

At Dickenson, we passionately bring all of your successes and strategies to life in an Annual Report that is visually engaging and informative, strengthening your brand, mission and approach.

- We excel at delivering clear and accessible shareholder information that not only complies with statutory requirements, but also makes your investment story credible through the use of appropriate visual content.
- Whether for print or digital, we strongly believe in powerful visuals using well-conceived professional photography to lift the emotional quotient of your report.
- Ultimately, the simple goal of our design process is to help your audience feel a connection with your organisation's values, and ensure that investors and stakeholders will look forward to reading your Annual Report.

Our Annual Report Teams

2. DESIGN PRODUCTION contd.

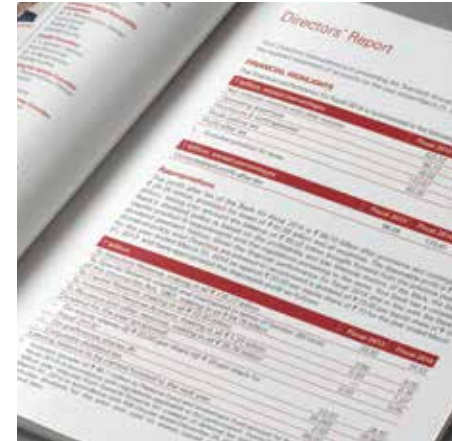
We excel in producing your Annual Report in multiple formats and channels.



Design for Printing



Design for Report Websites



DTP of Statutory and Financials



OUR ANNUAL REPORT TEAMS

4. DIGITISATION

In today's Digital World, our canvas for engagement is increasing paperless and on-screen. We offer multiple levels of solutions to clients

- 01 Corporate Websites (Fully responsive and CMS based)
- 02 Annual Report Microsite (Fully responsive and CMS based)
- 03 Marketing Automation Solutions (Salesforce & Pardot based solutions)
- 04 Special Message/Story Animations for Business Communications
- 05 Video-graphed Interviews

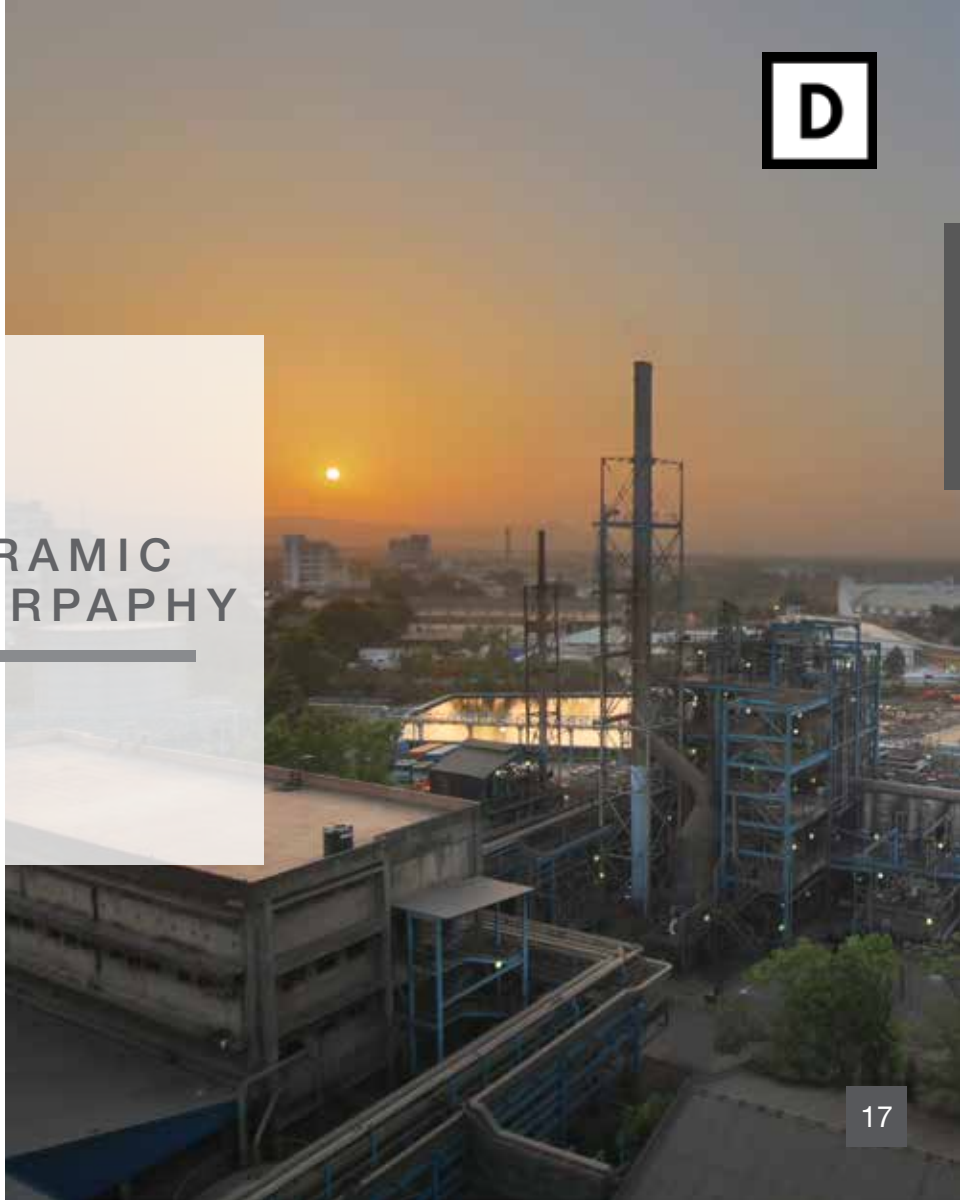


AERIAL DRONE
PHOTOGRAPHY





PANORAMIC PHOTOGRAPHY





PLANT INTERNAL
PHOTOGRAPHY



THE WORLD OF

Integrated Reporting.

Integrated reporting is a concept that has been created to better articulate the broader range of measures that contribute to long-term value and the role organisations play in society.

Central to this is the proposition that value is increasingly shaped by factors additional to financial performance, such as reliance on the environment, social reputation, human capital skills and others. This value creation concept is the backbone of integrated reporting and, we believe, is the direction for the future of corporate reporting.

COMMUNICATING VALUE TRANSPARENTLY



Outlook



Business Model



Performance



Risks and Opportunities



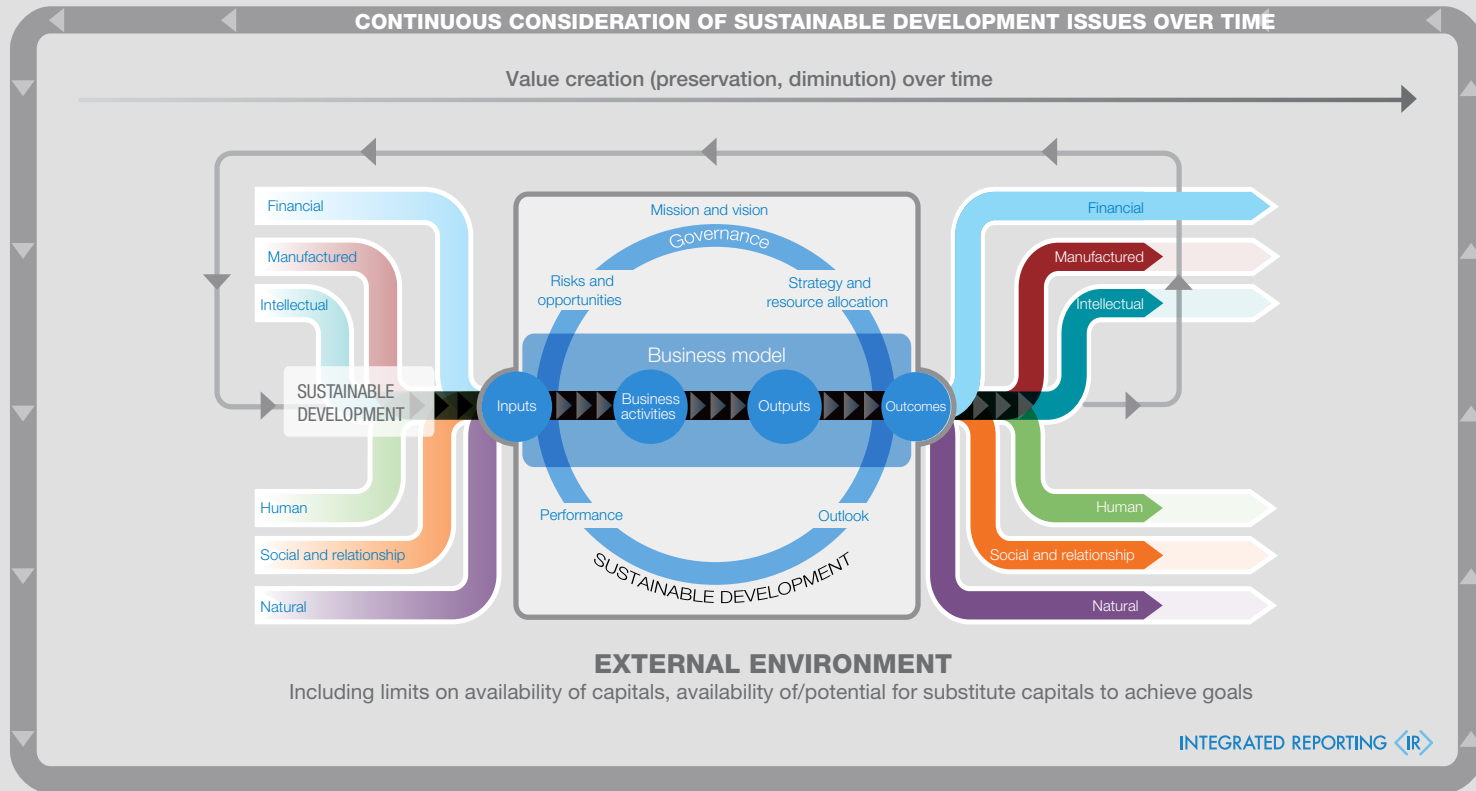
Governance



Strategic Objectives and Strategies

Integrated Reporting.

Aligning the SDGs with the value creation process



Source - The Sustainable Development Goals, integrated thinking and the integrated report - by Carol A Adams (IIRC) integratedreporting.org

INTEGRATED

Thinking

In addition to financial capital, Integrated Reporting examines 5 additional capitals that should guide an organisation's decision-making and long-term success — its value creation in the broadest sense. An organisation that communicates its strategy to the market and quantifies this broader contribution may well be stimulating value creation in itself. However, to increase stakeholder confidence, the information must be credible.

Benefits of Integrated Reporting:

- Greater access to and transparency of information from a wide range of both internal and external information sources, through integrated processes and the standardisation of information;
- Streamlined reporting through more reuse of reporting elements, transparency and collaboration on reporting, and analytical concepts used by both internal and external analysts;
- More relevant and understandable information available for management and stakeholders to enable better decision-making;
- Better allocation of capital and other resources;
- Better access to capital markets and business partners;
- Competitive advantage through cost savings, operational efficiencies and differentiation.

Execution

There is an emerging trend towards producing **Integrated Annual Reports**, which seeks to align relevant information about an organisation's strategy, governance systems, performance and future prospects in a way that reflects the economic, environmental and social environment within which it operates.

Every day, we help corporates tell their value creation story and strengthen their relationships with their stakeholders.

We help companies think and act in ways that illuminate the value your organisation creates for the benefit of all your stakeholders.

Dickenson acknowledges that it takes great acumen and thought to put a good Integrated Report together. We ensure that your strategy is substantiated by key performance indicators, and you how manage your risk and opportunity.

We take enormous care in:

- articulating your business model;
- in how we define your mission and vision;
- in how we define the external factors that shape your business model;
- in how the various capitals contribute to the value creation strategy - including financial, natural, social, relationship, intellectual, human and manufactured capital.

KEY SKILLS & Expertise

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



For leadership profiles, visit:
www.dickensonworld.com

A DEEP TALENT POOL

for strategic content & media



Simi Saha, Director - Creative & Corp. Communications

is a Graduate in Hotel Management from Mumbai University and professionally trained in Graphic and Web Design at a reputed design school in Los Angeles (USA). She co-founded Dickenson in 1999 and focused on providing compelling design and corporate communication projects for mid to large cap corporate entities.



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.



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.



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.



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.

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for strategic content & media



Manoj Saha, *Managing Director* is a graduate in Accountancy and Finance from London Metropolitan University. He co-founded Dickenson in 1999, to make it a respected boutique investor relations, financial PR, corporate reporting and brand stewardship practice. He has been the communication architect of several corporates, with a hands-on approach to overseeing mandates in multiple markets.



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.



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.



Vikash Verma, *Director* has completed his management studies from Indian Institute of Finance, Delhi, and has over 13 years of rich experience in Institutional Equity Research and Investor Relations. Before joining Dickenson, he was Vice President at Stellar Investor Relations and was leading a team of Analysts for IR execution. During his illustrious career, he has developed a comprehensive understanding on multiple sectors such as Infrastructure & Construction, Capital Goods, Consumer, Textiles, Sugar, and Real Estate.



Mandar Kapse, Senior Consultant - IR

has 5 years of diverse professional experience spanning across Investor Relations and Equity Research. He started his career at Dickenson, working with clients in the financial services, consumer and manufacturing sectors, to successfully enhance investor outreach and 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.



Aakash Mehta, Consultant - IR

holds an PGDM Degree specialising in Finance from the University of Mumbai, and M.Com Degree in Finance from University of Mumbai. At Dickenson, he is responsible for various Investor Relations activities of companies across sectors, and is highly focussed on providing vital actionable analytics to clients in a timely manner.



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.



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.

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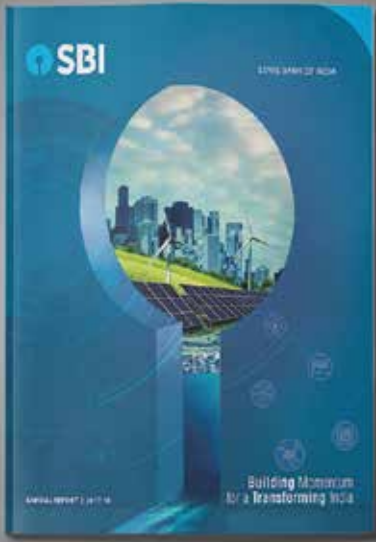
Priyanka Singh,
Business Head - NCR Region
graduated with a Masters Degree from Delhi University, with an additional diploma in Public Relations and Advertising. With more than 15 years of experience in this field, she brings a strong understanding of the NCR business landscape and a highly sensitive 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.



Shankhini Saha, *Business Head - New York*
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.



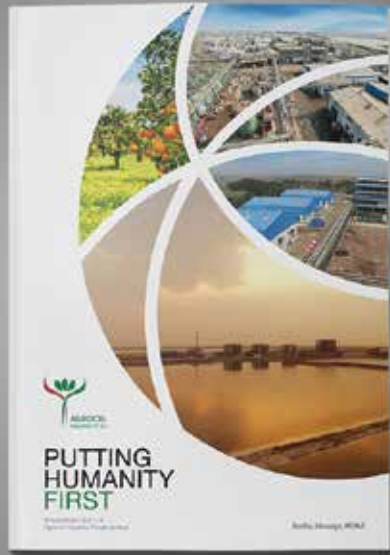
OUR WORK
SBI ANNUAL REPORT





OUR WORK
 ICICI BANK
 ANNUAL REPORT





OUR WORK
AGROCEL
ANNUAL REPORT





OUR WORK
PNB HOUSING WEBSITE
ANNUAL REPORT



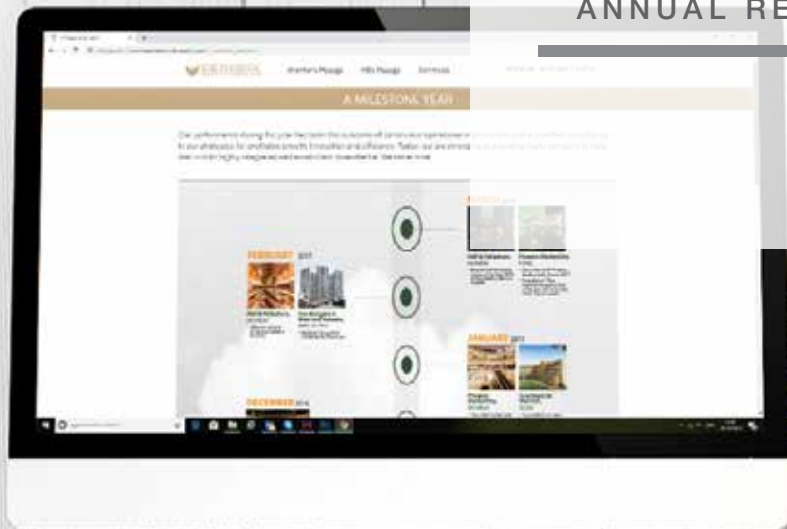


OUR WORK
SBI WEBSITE
ANNUAL REPORT



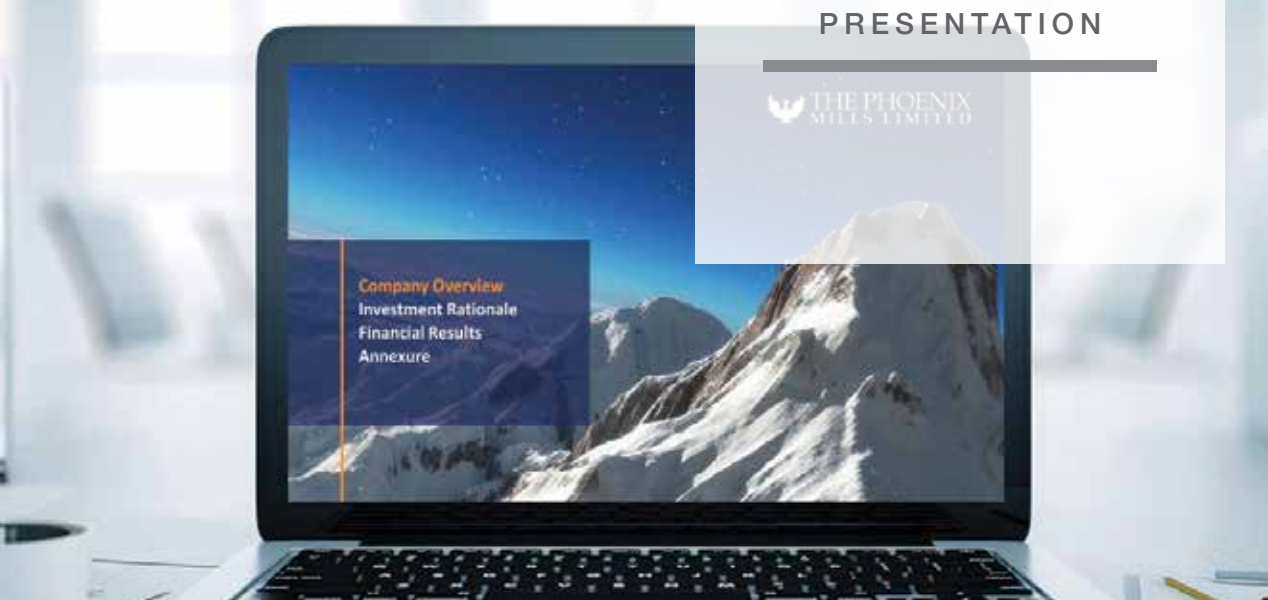


OUR WORK PML WEBSITE ANNUAL REPORT



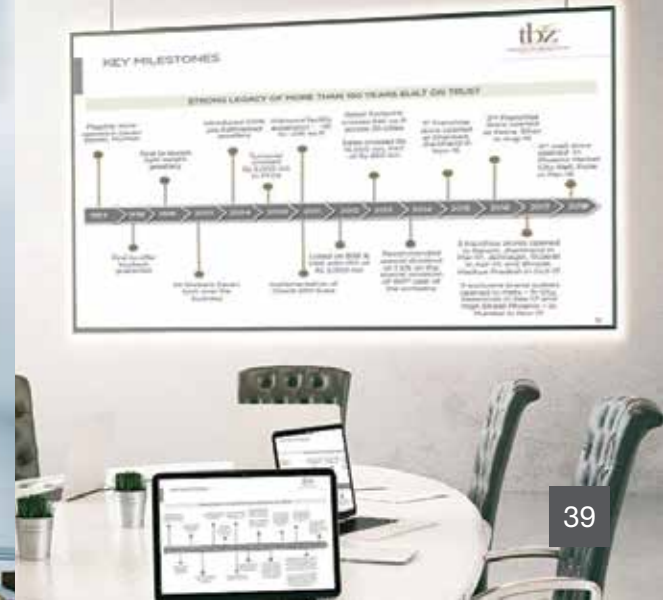


OUR WORK
 PHEONIX MILLS LIMITED
 PRESENTATION





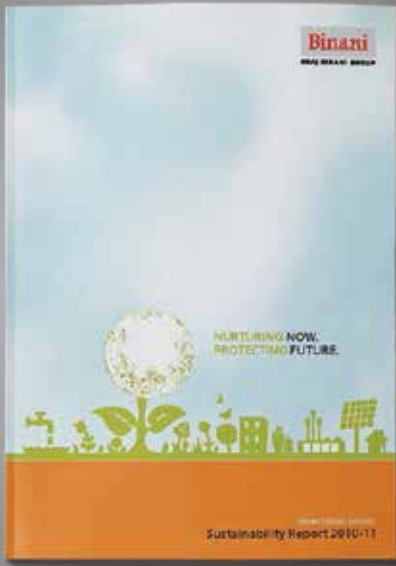
OUR WORK TBZ PRESENTATION





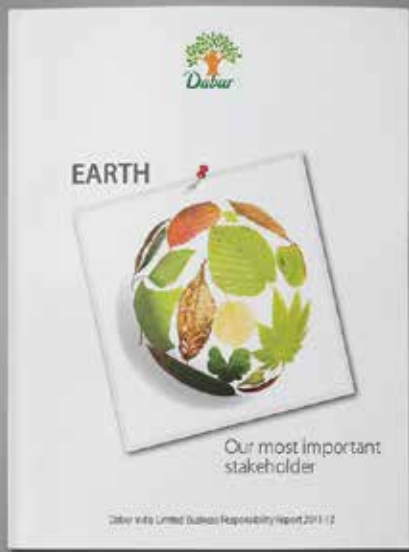
OUR WORK
AMBUJA
SUSTAINABILITY REPORT





OUR WORK
BINANI
SUSTAINABILITY REPORT





OUR WORK
DABUR
SUSTAINABILITY REPORT





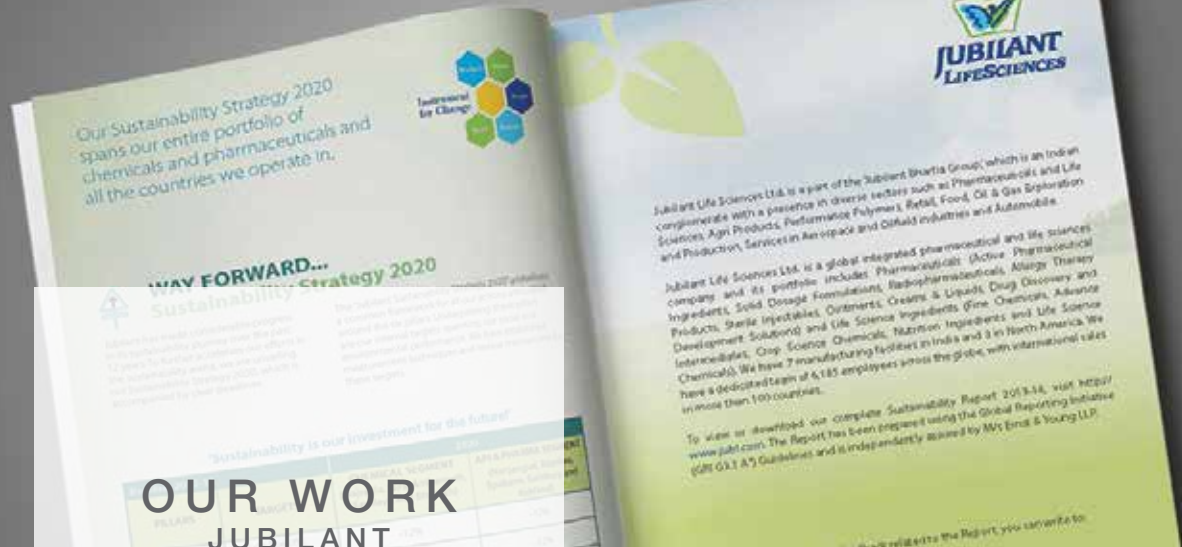
OUR PEOPLE

OUR WORK

DISHMAN

SUSTAINABILITY REPORT





OUR WORK
JUBILANT
SUSTAINABILITY REPORT



THE PHOENIX MILLS



DICKENSON

Awards & Recognition

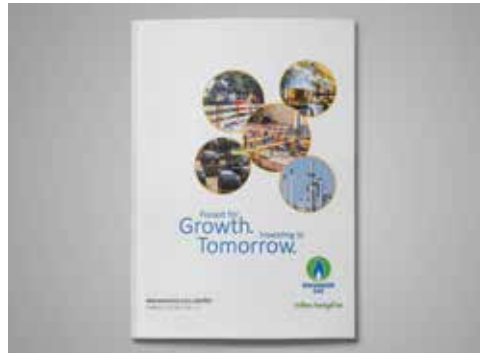
Over the years, our work for The Phoenix Mills, Balaji Telefilms and Mahanagar Gas Limited have been recognised by the Association of Business Communicators of India (ABCI).

To see some more examples of our work, we invite you to visit our website <http://dickensonworld.com/>



BALAJI TELEFILMS

MAHANAGAR GAS LIMITED



“Our real award is when our clients prefer to keep coming back to us, year after year...”

Corporate Reporting and Digital Services

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THANK YOU