

VIJAY BAONEY

Senior Finance Professional & Business
Leader

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EXECUTIVE PROFILE

Senior finance executive with 30+ years across investment banking, equity research, ratings, fundraising, entrepreneurship and corporate strategy.

PROFESSIONAL PROFILE

Senior finance and business leader with over **30 years of experience** spanning **investment banking, equity research, credit rating, institutional equity sales, risk management, and entrepreneurship**. Extensive exposure to **international capital markets**, VC-funded businesses, FDI transactions, and large-scale business operations. Proven ability to build businesses, lead high-performing teams, manage risk, raise capital, and drive strategic growth across financial services and manufacturing technology sectors.

CORE COMPETENCIES

- Equity Research & Capital Markets
- Credit Rating & Risk Management
- Financial Modeling & Valuation
- Investment Banking & Institutional Sales
- Business Strategy & Business Development
- Fund Raising, VC & FDI Transactions
- M&A Evaluation & Due Diligence
- Board-Level Advisory & Governance

PROFESSIONAL EXPERIENCE

August 2025 to date

Private investor (seed investment and secondary market investment) and advisor to SMEs for fund raising

PROLIFIC SYSTEMS & TECHNOLOGIES P LTD

Promoter, Shareholder

January 2006 – August 2025

- One of the largest individual promoter shareholders; responsible for **finance, risk management, fund raising, business strategy, and product strategy**
 - Led **VC-funded growth initiatives** including multiple funding rounds aggregating **USD 5 million**, including **FDI via Mauritius route**
 - Supervised **financial & legal due diligence**, shareholder agreements, share subscription agreements, and regulatory compliances
 - Drove expansion of **high-end automated electrical testing solutions** (transformer, motor, inverter, rectifier testing)
 - Built India's **largest industrial training organization**, operating **22 branches nationwide** before COVID
 - Clients included **Siemens, Crompton Greaves, Areva, Schneider**, and several Fortune 500 companies
 - Oversaw operations with **350+ employees**, including **250+ engineers and technical professionals**
 - Prior to COVID, achieved **annual revenues of ~₹90 crore**
 - Actively evaluated **M&A opportunities**, senior talent acquisition, and international expansion
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MF GLOBAL INDIA P LTD

Sr VP & Head –Institutional Equity Sales (Asia Pacific)

March 2005 – December 2006

- Helped build **Asia Pacific institutional equity sales business**
 - Empaneled new **India-dedicated and emerging market institutional funds**
 - Strengthened MF Global's presence across **India and Asia-Pacific**
 - Contributed to strong growth **of Asia-Pacific institutional brokerage revenues**
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ENAM SECURITIES

Senior Investment Analyst – TMT Sector

February 2004 – February 2005

- **Technology, Media & Telecom (TMT)** equity research
 - Part of **merchant banking team** for Indian TMT companies
 - Worked on major **IPO and secondary market transactions**, including:
 - Sasken Technologies (IPO)
 - Datamatics Technologies (IPO)
 - CMC (Government divestment / secondary sale)
 - Authored sector and company research reports
 - Participated in **deal-based and non-deal roadshows** in the US and Asia-Pacific
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HSBC SECURITIES & CAPITAL MARKETS LTD

Senior Investment Analyst – TMT Sector

January 2000 – February 2004

- Led **TMT sector research team**
 - Authored sector outlooks and company-specific research reports
 - Participated in **global non-deal roadshows** across the US, Europe, and Asia-Pacific
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JARDINE FLEMING INDIA BROKING P LTD (HSBC Group)

Investment Analyst

January 1994 – November 1999

- Covered **metals, consumer durables, IT & IT services sectors**
- Served briefly as **India Strategist**
- Head of **Asian Steel Research**, covering regional steel companies
- Authored detailed research on companies such as **Infosys, Wipro, TCS, Tata Steel, SAIL, Hindalco, Voltas, Videocon**
- Participated in major **ADR/GDR/IPO/secondary placements**, including:
 - Infosys ADR
 - Essar Steel

- Jindal Vijaynagar Steel (JSW Steel)
 - Trained analysts on **financial modeling, valuation, NPV, IRR, and capital markets concepts**
 - **Ranked Top 3 Indian Equity Research Analyst** by AsiaMoney & Institutional Investor (1998 & 1999) for IT sector research
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CRISIL LTD (Subsidiary of S&P Global)

Rating Analyst

May 1992 – December 1994

- Rated **short-, medium-, long-term and structured debt instruments**
 - Assessed **future cash flows and repayment capacity** of issuers
 - Covered **20+ companies** across chemicals, petrochemicals, manufacturing, textiles, metals, and home finance
 - Member of **rating surveillance team**, reviewing ratings based on economic and company-specific developments
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EDUCATION

MBA – Indian Institute of Management, Ahmedabad (1992)

Bachelor of Engineering (Electronics & Telecommunication)

Visvesvaraya National Institute of Technology (VNIT), Nagpur (1990)

PERSONAL DETAILS

- Age: 58 Years

Location: Mumbai (Thane), Maharashtra