

# Case Study

## **Case Study on Mergers and Acquisitions**

### **Brief about the study**

The study helped to understand the Market Overview related to the investment strategies made by the firms.

### **Verve Communications Pvt. Ltd.**

703, 7<sup>th</sup> Floor, The Cerebrum IT Park, Kalyani Nagar, Pune 411006 MH India  
Phone: +91 20 41056789 | Fax: +91 20 41056767 | E-mail: [interact@theverve.in](mailto:interact@theverve.in)  
Web: [www.theverve.in](http://www.theverve.in)



### **The Client:**

The client is an independent Mergers and Acquisitions (M&A) intelligence service. The client specializes in providing forward-looking origination and deal flow opportunities integrated with a comprehensive deals database - resulting in real revenues for clients.

### **The Challenge**

The major test is speaking with C-Level and Director level executives and getting their views regarding the Private Equity deals they have observed or have been a part of.

### **The Project**

The project required speaking with senior executives, such as Partner, Principal. Understanding what are the preferred methods or structures for investing in the current environment prior to the onset of the economic crisis.

### **The Result**

The key focus was to generate a result around the referred methods or structures of investment, Buy-side Perspective and the Sell-side Perspective in Europe, North America and Asia.