

PLOENCHIT CAPITAL

ABOUT US

Ploenchit Capital is a leading boutique Investment Bank providing strategic and value-added solutions to Institutional and Corporate clients in Thai market and the regions. We offer clients with creative insights and innovative problem-solving capabilities to improve decision-making, increase profitability and productivity, lower the cost of capital and decrease business risk.

Authorized **Thai Consultant License** by The Ministry of Finance,
Financial Advisor License by Securities and Exchange Commission
and **Planner & Plan Administrator License**
by Legal Execution Department, The Ministry of Justice



OUR VALUE

Our founders are a small group of experienced bankers with a profound knowledge of the investment banking industry with a vast network domestically and internationally.

Our team comprises of experienced, innovative and well recognized investment bank professionals, who create value through extensive knowledge of local and international markets and capable to manage up to the most complicated transactions.



RELIABLE



EFFICIENT



UNIQUE

OUR PARTNERS

There is a strong relationship between us and strategic partners to fulfill clients' need.

Ploenchit Advisory & Planner Company Limited is one of strategic partners who received Planner and Plan Administrator License from Legal Execution Department, the Ministry of Justice.

AUDITOR

ACCOUNTING
FIRM

LEGAL
ADVISOR

PLOENCHIT
CAPITAL
GROUP

FINANCIAL
INSTITUTIONS

APPRAISAL
COMPANY

FUNDS

DIRECTORS & SHAREHOLDERS



MR. CHALIT SATIDTHONG
Distress Asset and Financial Expertise



MR. RUJAPONG PRABHASANOBOL
Asset Management Expertise



MR. CHAI WATTANASUWAN
Corporate Finance Expertise

Held by

MR. CHAI WATTANASUWAN	95.00%
MR. CHALIT SATIDTHONG	4.99%
OTHERS	0.01%



CAPITAL RAISING

- EQUITY/DEBT FUND RAISING
- FINANCING ADVICE
- JOINT VENTURE ADVICE



MERGERS & ACQUISITIONS

- TAKEOVERS & MERGERS
- ACQUISITIONS & DISPOSALS
- LEVERAGED AND MANAGEMENT BUY-OUTS



RESTRUCTURING

- CORPORATE RESTRUCTURING
- CAPITAL RESTRUCTURING
- DEBT RESTRUCTURING



FINANCIAL ADVISORY

- SHARE VALUATION
- FAIRNESS OPINIONS
- PROJECT FEASIBILITY STUDY
- STRATEGIC FINANCIAL ADVISORY

OUR SERVICES

With local know-how and regional expertise, our companies are committed to provide “quality” services to our clients.

We cover a full range of investment banking products, advisory services and business reorganization advisory services.

COMPANY CREDENTIALS

EQUITY FUND RAISING

- EKARAT ENGINEERING PCL
- LOG PLUS MINING SERVICES CO., LTD.
- SEA OIL PCL
- MITR PHOL SUGAR CORPORATION LTD.

DEBT FUND RAISING

- MITR PHOL SUGAR CORPORATION LTD.
- EIG GROUP LTD.
- SIKDER GROUP LTD.
- RIVER GROUP CO., LTD.
- PRARAM 9 SQUARE LTD.
- SAFARI WORLD PCL
- PHUKET FANTASEA CO., LTD.
- CARNIVAL MAGIC CO., LTD.

HYBRID FUND RAISING

- WANGTHONG GROUP PCL

MERGERS & ACQUISITIONS

- FINANSA PCL
- GREAT FORTUNE EQUITY CO., LTD.
- PICKANES PRINTING CENTER CO., LTD.
- MATICHON PCL
- MATCHING MAXIMIZE SOLUTION PCL
- BBTV PRODUCTIONS CO., LTD.
- BBTV EQUITY CO., LTD.
- A.T. BIOPOWER CO., LTD.

DUE DILIGENCE

- MITR PHOL SUGAR CORPORATION LTD.
- EKARAT ENGINEERING PCL
- GREAT FORTUNE EQUITY CO., LTD.
- FINANSA PCL
- ACAP ADVISORY PCL
- PICKANES PRINTING CENTER CO., LTD.
- MATCHING MAXIMIZE SOLUTION PCL
- KPN GROUP CORPORATION CO., LTD.
- KPN ENERGY (THAILAND) CO., LTD.
- STANDARD CHARTERED (THAI) ASSET MANAGEMENT CO., LTD.

DELISTING

- PAKFOOD PCL

VALUATIONS

- MITR PHOL SUGAR CORPORATION LTD.
- GREAT FORTUNE EQUITY CO., LTD.
- EKARAT ENGINEERING PCL
- TSFC SECURITIES PCL
- MATCHING MAXIMIZE SOLUTION PCL
- KPN ENERGY (THAILAND) CO., LTD.
- ALPHA CAPITAL ASSET MANAGEMENT CO., LTD.
- ANANDA DEVELOPMENT PCL

IFA REPORT

- THAI AIRWAYS INTERNATIONAL PCL
- SC ASSET CORPORATION PCL

FINANCIAL ADVISORY

- MASS RAPID TRANSIT AUTHORITY OF THAILAND
- EXPRESSWAY AUTHORITY OF THAILAND
- GOVERNMENT SAVINGS BANK
- SHUN-THAI RUBBER GLOVES INDUSTRY PCL
- RUBBER AUTHORITY OF THAILAND
- BANGKOK AVIATION FUEL SERVICES PCL
- E FOR L AIM PCL
- ANUPHAS & SONS CO., LTD.

FINANCIAL RESTRUCTURING

- SAFARI WORLD PCL
- PHUKET FANTASEA CO., LTD.

FORMAL APPOINTMENT

- PICNIC CORPORATION PCL
- PANJAPOL PULP INDUSTRY PCL
- TT&T PCL
- DHANASANSOMBUT DEVELOPMENT CO., LTD.
- J TRUST ASIA PTE
- LEO FOODS CO., LTD.

ASSET MANAGEMENT

- ALPHA CAPITAL ASSET MANAGEMENT CO., LTD.
- THAI ASSET MANAGEMENT CORPORATION (TAMC)

TEAM CREDENTIALS

EQUITY FUND RAISING



DEBT FUND RAISING



HYBRID FUND RAISING

MDX

MERGERS & ACQUISITIONS / TENDER OFFER



RESTRUCTURING / OTHER ADVISORY SERVICES



OUR PEOPLE



MR. CHALIT SATIDTHONG
CHAIRMAN

Khun Chalit engaged in Asset Management at Siam Commercial Bank for more than 15 years.

He is the one who initiated the distress asset divestiture approach at SCB. He is proven to be an expert in area of distress asset management, who played a significant role of disposing distress assets of SCB in respect of analyzing and evaluating the value of portfolio.



MR. CHAI WATTANASUWAN
MANAGING DIRECTOR

Khun Chai has over 29 years of corporate finance experience. He worked extensively in corporate finance with a reputable investment banking company for several years before joining KPMG in 1998.

He has experience providing advisory service for mergers and acquisitions, share valuations, IPOs, and privatization with proven track records.



MR. TANAUDH TULYATHAN
DEPUTY MANAGING DIRECTOR

Commenced his investment banking career with Securities One ("S-One") in 1993 where he gained extensive experience in equity & debt fund raising. Involved in Privatization study of Electricity Generating Authority of Thailand and Asset Valuation of Telephone Organization of Thailand.

He subsequently worked for 173 Rung Reung Co., Ltd. (currently CPB Equity) and SCB Securities Co., Ltd.

CONTACT US

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