



# Kevin Abraham

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## Summary

Versatile M&A deals and Strategy professional with 8+ years of experience across traditional and new-age sectors covering growth strategy, market entry, partnerships and acquisitions. Comfortable working with C-suite, leadership and extended stakeholders, managing cross-functional teams and critical timelines; project outcomes include strategic transformations and successful acquisitions serving both domestic and international firms.

## Professional Experience

### Manager, Deals | PricewaterhouseCoopers Services LLP [PwC India] | Mumbai

- **Project Excellence:** Managed end-to-end delivery of **strategy**, and **'buy-side' commercial due diligence (CDD)** engagements for clients across sectors, ensuring project margins and commercials, quality, team deliverables, legal and risk compliance; earned **repeat business and 10/10 CSAT** on multiple occasions
- **Business Development:** Directed multiple proposals and **project conversions** and business development efforts
- **Team Leadership:** Managed diverse **high-performance teams**, and ensured professional development of analysts and consultants through regular feedback, periodical performance appraisals, and rewards
- **Business Transformation & Implementation:** Delivered a **supply-chain transformation** strategy (6months) for a leading **consumer durables and appliances** brand, followed by **'accelerated' implementation** (+9months, Phase1); Led a team of 6-8 consultants to achieve an overall **business restructuring and de-risking of 45%+** (company topline) in 9 months, by implementing a mix of **'catalogue-buying', strategic sourcing, and local assembly operations**; Managed **multiple stakeholders** across product and NPD, marketing, sales, finance, and operations over project duration; Identified and evaluated 200+ vendors across industries (auto, electronics, durables) for **potential partnerships**; Designed and **directed the end-to-end strategic sourcing process** from RFQ to negotiations, contracting and onboarding
- **Valuation and Strategic Sale:** Led a team of 4-5 consultants to support a diversified Indian conglomerate with their global **sports franchise portfolio strategy (IPL, w-IPL, + 5 others)**; delivered portfolio valuation inputs and future auction value estimates of BCCI media properties for the 2028-32 five-year cycle; **received PwC award** for delivering differentiated content, showcasing **thought leadership** and outstanding engagement quality
- **Cross-Border Transactions:** Led the commercial DD of a **UK-based sports and hospitality** assets (county cricket franchise, stadium, and '700-keys' 4-star hotel, golf course and spa); evaluated financial and commercial viability to support an Indian conglomerate's acquisition decision  
Led the commercial DD of an Indian **specialty chemicals** manufacturer and distributor; evaluated product portfolio, pricing, and customer segmentation to support a leading **Japanese conglomerate** with their acquisition decision
- **Market Entry and GTM:** Crafted a **go-to-market strategy for Nepal** for a leading (Big-4) professional services firm for their advisory practices; estimated market size, evaluated potential partners and competition, and key customer segments and accounts, and presented findings to senior leadership  
Designed the **India market entry** strategy for a leading **Australian University** for their UG & PG programs leveraging Indian student enrolment trends, supply and competitive benchmarking, and regulatory policy review
- **Distributor Diligence and Acquisition:** Led 2-4 consultants to support a leading **KSA conglomerate** with the commercial DD of an exclusive distributor [MENA region] of 'high-performance specialty coatings' (exclusive supplier to ARAMCO)
- **Vertical Integration:** Led 2-4 consultants to support a leading **Indian automotive manufacturer** with the commercial due-diligence (CDD) of their auto-component manufacturer-supplier as part of their vertical integration strategy
- **Manufacturing Footprint Strategy:** Led 2-4 consultants to support an **auto-ancillary manufacturer** with a manufacturing footprint strategy refresh

### Manager – Consulting | Axience Consulting | Mumbai

- **Corporate Finance:** Led a team of 2-4 consultants to support a UK-based FTSE-listed fund with **corporate finance** and sell-side advisory support [**capital raise, MIS, reporting, stat-audit**] for their India portfolio comprising logistics asset and renewable energy assets, representing portfolio companies during due-diligence and **deal negotiations**
- **Business Development:** Supported in the **bid and win** for an 8-month 'on-site' engagement to support one of the largest Islamic banking operations in the world with their **digital transformation** initiatives

### Assistant Manager – M&A, Strategy | Allcargo Logistics Limited | Mumbai

- **Corporate Development:** Integral part of a three member M&A and Strategy team (**Chairman's Office**) tasked with the responsibility to drive overall group revenue and earnings via **inorganic growth, strategic partnerships, and divestments** Supported in the **internal strategy development** for short-term and long-term growth of the overall group and its business units, **internal reporting** and communication to the **board of directors**, Chairman and MD, and leadership teams; Supported in the internal evaluation of growth avenues and strategic alliances, and pre-deal diligence of acquisition targets
- **Acquisition – Listed Company:** Supported in the **transaction management, due-diligence, and acquisition** of a leading public-listed logistics company, enabling surface and express logistics operations, creating an integrated and multi-modal logistics offering for customers

- **Acquisition Bid – Listed Company:** Supported in the transaction management, due-diligence, **synergy assessment**, and **consideration bid** for a leading public-listed container train operator (CTO business for CTO+CFS+ICD+CL positioning) in line with the strategy of being an **end-to-end, multi-modal, integrated logistics solution** in the market
- **Business and Capacity Growth:** Supported in the transaction management, due-diligence, and acquisition of a leading JNPT-based CFS to **augment core business** capacity and capabilities
- **Strategic Alliances and Carve-outs:** Supported in the **investment pitch and invitations** to strategic partners and sponsors for then proposed restructured business units and carve-outs; scouted for **acquisition and alliance opportunities** across air, rail, and surface freight by liaising with investment bankers and target companies

#### Associate Consultant – Financial Investors Group | Praxis Global Alliance | Mumbai

- **Strategy & Commercial Due-Diligence:** Integral member of the firms Strategy and Commercial Due-Diligence (CDD) engagements for **marquee VC/PE funds** focused on ecommerce, consumer-internet and technology investments
- **Consumer-Internet and Tech:** Supported in the commercial due-diligence (CDD) of – India's leading **ed-tech** company for leading global fund;  
a leading **omni-channel home improvement and furniture e-retailer** for a leading global fund;  
a leading **B2B online travel** consolidator (flights + hotels) for a leading global fund;  
a leading **B2B+B2C online travel aggregator** or OTA for a leading hotels aggregator
- **Healthcare and Pharma:** Commercial due-diligence (CDD) of a leading **omni-channel pharmacy** for a global fund
- **Consumer and Durables:** Commercial due-diligence (CDD) of – a leading **milk additives manufacturer** for a global fund; and an energy and **utilities** consulting company for a large global fund; an '**outside-in**' **market diligence** of Indian storage **batteries** market
- **Category Strategy and Market Entry:** Supported in the '**outside-in**' **India market strategy** review based on 180+ unique stakeholder interactions and assessment for a leading global **cloud-CRM** company;  
supported in the identification and prioritization of **business adjacencies and global expansion** opportunities for a leading global **hotels aggregator**;  
Supported in the **productivity enhancement strategy** for a global **recruitment advisory** firm based on stakeholder interactions and time-motion studies;  
Supported in the '**grocery**' **category strategy** for a leading e-retailer

#### Assistant Manager – Consulting | Liases Foras Real Estate Rating and Research | Mumbai

- **Real Estate Business Advisory and Spatial Intelligence:** Manage a team of analysts, data engineers and GIS specialists to formulate and deliver **real estate advisory** solutions for financial institutions (retail banks, PE funds), government agencies, and real estate developers;  
Led a team of associates to support real estate developers with **market entry, pricing strategy. commercial and retail feasibility, best-use, affordable housing and residential development strategy** studies
- **Big Data Analytics:** Supported in the research and delivery of commercial feasibility assessment based on **>1Million property transaction** data for a leading Indian **commercial RE** developer;  
Supported in the research and delivery of **pure rental residential project feasibility** assessment based on **>10Million rental transaction** data sets for a leading Indian real estate developer  
Supported in the **land acquisition and compensation** assessment for State of Maharashtra and Maharashtra Road Development Authority (Nagpur-Mumbai Expressway)

## Education

**M. Plan – Centre for Environment Planning and Technology CEPT, Ahmedabad | India**

**B. Tech – National Institute of Technology NIT, Nagpur | India**

## Accomplishments

- Awarded the PwC 'Above and Beyond' Award [2023] for delivering differentiated content showcasing thought leadership and delivering outstanding engagement quality (broadcasting and IPL franchise value)
- Awarded a one-week international management development program with 50+ PwC international nominees [2024]

## Certifications

- Lean Six Sigma Green Belt by KPMG

## Co & Extra-Curriculars

- Finalist at IIM Ahmedabad Institute-level marketing case competition (Mar-Quest, 2024)
- Keen interest in animal welfare; care-giver to one majestic canine and aspire to own and manage a farm one day
- Won First and Third Place in VNIT Institute-level Football Tournament and Band Contest respectively
- Represented HFHS and secured First Place in District-level Football Tournament, represented Bombay Scottish School in State-level Football Tournament