



**Aila...**  
**TEASER**  
**AA GAYA** 🤩

**DEKHA KYA?**

**AREY KAUNSI**  
**MOVIE AA RAHI HAI?**

**“Arre nahi bhai...”**

**“Movie  
teaser nahi...”**

**Company ka**

**CONFIDENTIAL**

**TEASER hai!**

**★ CLASSIFIED ★**

**TOP SECRET**

**Company ka  
teaser??** 🤯

**"Ye kya  
hota hai?"**

**Movie ka  
suna tha...  
ye naya kya hai?"**

**CORPORATE  
SECRET  
TEASER** hai!



**Simple samajh...**

**FOR SALE**



**"Jab koi company  
bikne ya  
investment lene  
wali hoti hai..."**

**"Toh Investment  
Banker..."**

**"Ek short document  
banata hai"**

## COMPANY TEASER

### OVERVIEW

OVERVIEW



### FINANCIALS

FINANCIALS



# Bole toh **CONFIDENTIAL TEASER** =

- **Company ka Intro**
- **Growth & Numbers Highlight**
- **BUT naam chupaya jata hai** 🤫


**Taaki sirf interested buyers hi aage aaye!**



**FOR SALE**



# Bole toh real life example?

- Flipkart ka deal yaad hai?
- Walmart ne invest kiya tha 
- Usse pehle...
- Aisa teaser gaya hoga buyers ko!

Flipkart 

Walmart 

**CONFIDENTIAL**

ANDNI NOUS COMPANY

?



Walmart acquired ~77% stake for ~\$16 Billion

# Teaser kyun **important**?

♥ First Impression

🎯 Right buyers attract karta hai

🎯 Deal ki direction set karta hai



~~✗~~ Galat teaser = weak deal



# What happens after **TEASER**?

FLOW samajh lo (This is IB gold:):



Recently, I worked on creating a teaser...

That's when I realised —

Investment Banking isn't just about Excel or Models...



*Buyer Evaluates Opportunity*



*Submits IOI / NBO (Non-Binding Offer)*



*Seller Shortlists Serious Buyers*

**It's about *Crafting a Narrative*, Positioning the Business Strategically,  
and *Understanding Buyer Psychology*.**

# *Priyansh Soni*

Valuation | Financial Modelling | Investment Analysis



Focused on understanding businesses, valuing opportunities, and building investment perspectives.



Open to discussions on markets and investment ideas.

