

A.M.S. CAPITAL
MANAGEMENT

Portfolio

Global Private Markets Advisory

www.amscapital.co.uk

About AMS Capital Management



AMS Capital Management is a London-based private markets advisory platform supporting structured capital transactions across technology, real assets, consumer brands and growth-stage businesses. We work closely with founders and capital providers to design, structure and execute disciplined transactions with long-term alignment. Our approach combines curated deal selection, institutional-grade structuring and cross-border capital access, reflecting the standards of an emerging private investment platform.

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Transaction Experience & Advisory Track Record

The principals of AMS Capital Management have advised on and supported structured transactions and capital raises exceeding \$600M across multi-sector mandates including technology platforms, property development, consumer brands and cross-border advisory. Our experience spans early-stage growth capital, strategic expansion financing and structured investor introductions across international markets.

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\$600M+ Capital Raised & Advised

1700+ International Investors

UK | USA | India | Middle East | LATAM

Selected Mandates

Representative engagements across technology, consumer brands and asset-backed infrastructure.



Sector: Digital Media & Social Infrastructure.

Mandate: \$80M Capital raise & strategic advisory.

Outcome: Institutional and HNW capital participation.



Sector: Commercial Infrastructure and Interior Fit-out.

Mandate: \$22M Capital raise & strategic advisory.

Outcome: Institutional and cross-border capital.



Sector: Hospitality & Asset-Backed Infrastructure

Target Raise: \$600M

Exit Target: \$1B

Structure: Institutional and cross-border capital.



Sector: UK Lifestyle & Aviation Brand

Mandate: Valuation positioning & 9 Figure buyout advisory.

Outcome: Strategic investor introductions and acquisition discussions.



Sector: Digital Media & Marketing

Mandate: \$1.5M Capital raise & strategic advisory.

Outcome: Individual Investors participation.



Sector: Cosmetics & Wellness

Mandate: \$2M Expansion capital & investor alignment

Outcome: Structured deal facilitation.



Global Investor Network

AMS Capital Management maintains a curated network of approximately 1700 international investors ranging from angel investors and high-net-worth individuals to venture capital firms, private equity funds and family offices. Our capital relationships span the United Kingdom, United States, India, the Middle East and selected international markets, enabling cross-border transaction capability and structured capital deployment.

- Angel Investors
- High Net Worth Individuals
- Venture Capital Firms
- Private Equity Funds
- Family Offices
- Private & Individual Investors

Institutional Screening & Selection Process

Every opportunity reviewed by AMS Capital Management undergoes a structured, multi-stage evaluation process designed to validate opportunity, assess risk and ensure alignment with our capital partners. Our approach reflects institutional governance standards rather than transactional advisory activity.

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1. Founder & Leadership Assessment
Track record, credibility and governance maturity

2. Financial & Valuation Review
Revenue model, projections and downside stress analysis

3. Market & Competitive Positioning
Total addressable market, defensibility and differentiation

4. Structural & Legal Review
Shareholder protections, documentation integrity and compliance

5. Exit Scenario Mapping
Strategic acquirers, IPO viability and realistic liquidity timelines

Capital Protection Through Structure

AMS Capital Management prioritises disciplined structuring to protect investor capital while maintaining exposure to meaningful upside. Every engagement is designed with clarity around valuation positioning, shareholder protections, governance standards and defined capital deployment pathways. Our objective is not speculative allocation, but structured participation aligned with long-term value creation.

Defined Entry Valuation

Disciplined pricing and structured participation terms

Protective Shareholder Terms

Clear documentation and governance alignment

Structured Capital Deployment

Milestone-based execution and capital oversight

Transparent Reporting

Ongoing communication and performance visibility

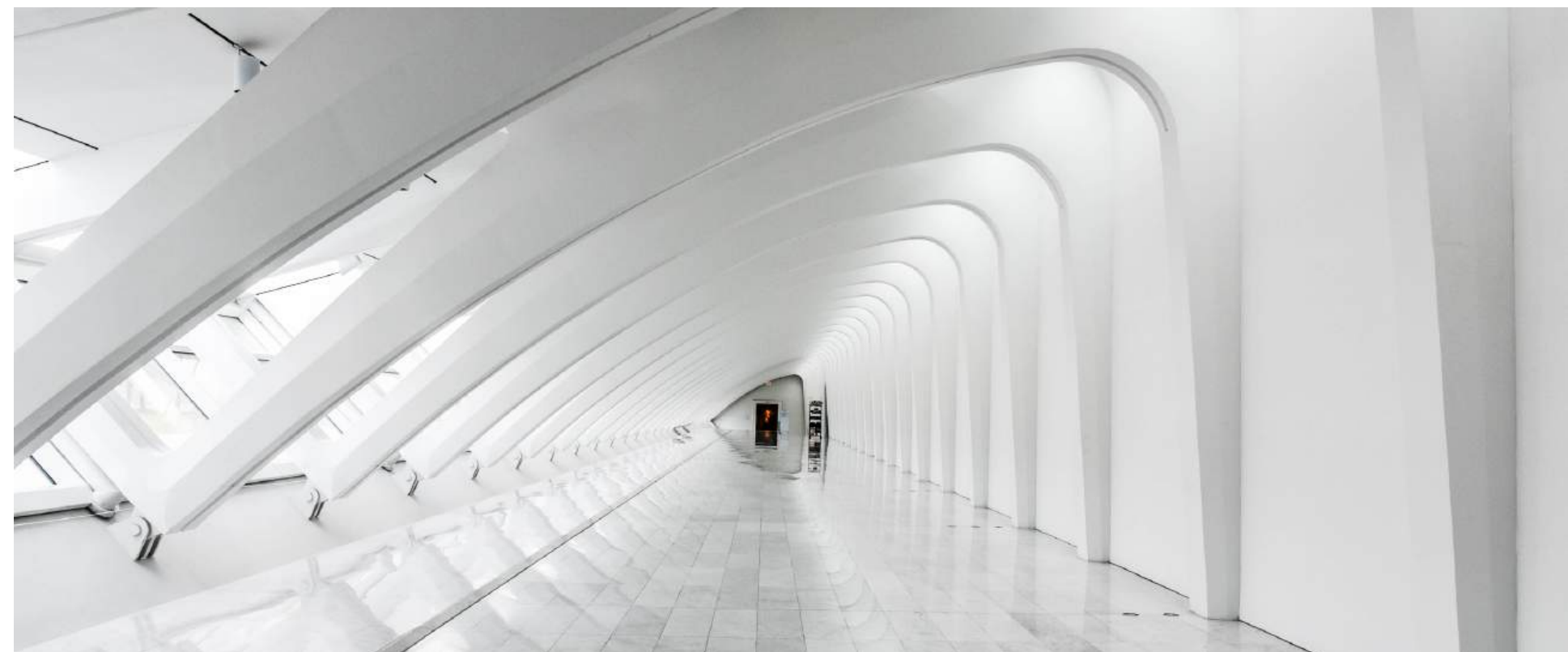


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Our Investment Philosophy

At AMS Capital Management, capital allocation is approached with discipline, selectivity and long-term alignment. We prioritise opportunities demonstrating credible leadership, scalable business models and identifiable value inflection points. Our focus is on asymmetric return potential, supported by structured downside awareness and clearly defined exit pathways.

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Selectivity Over Volume

We engage selectively, prioritising conviction over transaction frequency.

Structure Before Capital

Valuation discipline and legal clarity precede capital deployment.

Alignment With Founders

Incentives and long-term value creation must be aligned.

Defined Exit Thinking

Liquidity visibility is assessed at entry, not after.

Sector Focus & Industry Coverage

AMS Capital Management operates across a focused range of sectors where structured capital and disciplined execution can unlock scalable value. We prioritise industries with identifiable demand drivers, defensible positioning and realistic exit pathways aligned with both private and institutional capital objectives.



Technology & Digital Platforms

Scalable software, marketplaces and data-driven models.

Property & Real Assets

Asset-backed developments and structured capital deployment.

Consumer & Lifestyle Brands

High-growth brands with expansion potential.

Industrial & Infrastructure

Trade, manufacturing and cross-border supply chains.

Emerging & Strategic Sectors

Industries aligned with long-term economic shifts.

What Sets Us Apart

AMS Capital Management combines boutique-level attention with institutional discipline. We operate with structured governance standards, selective engagement criteria and long-term capital alignment principles, positioning ourselves as a strategic capital partner rather than a transactional intermediary.

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1. Structured, Not Promotional

We prioritise disciplined deal design over volume-driven activity.

2. Curated Capital Access

Selective introductions across private and institutional networks.

3. Governance & Compliance Awareness

Professional documentation and clear investor protections.

4. Long-Term Perspective

Capital alignment focused on sustainable value creation rather than short-term activity.

Leadership & Advisory Team



Ajit Singh
Founding Partner & CEO



Mandeep Madhan
Operations Director



Samraj Bhandal
Finance Director

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