

CFO & Integrated Financial Services

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About Us

CFO CRAFT provide CFO and Business enabling services to clients globally. We understand the challenges faced by start-ups, small to large sized enterprises.

We have extensive experience across various Industries which includes building Financial Strategy, Forecasting, Budgeting, Risk Management, Cash Flow management, Financial Reporting and Mergers & Acquisitions. We help organisations in building efficient operational support systems, strong internal controls by implementation of SOPs, implementation of ERP systems and timely reporting to management.



Leadership Team



Sudhir Gawandi

Founder and CEO

- A seasoned Business, Finance, and Strategy Expert with over **20+ years** of leadership experience across industries.
- **M&A Expertise:** Hands-on experience in successful acquisitions and integrations of acquired companies.
- **Business Strategy and Automation:** Vast knowledge in Business Strategy Planning, ERP systems, Automation, MIS, and Dashboards; ensures transparent and efficient business processes.
- **Restructuring Plans:** Creation and successful deployment of restructuring plans that align with business objectives.
- **Financial and Taxation Expertise:** Tax & Transfer Pricing, Business Valuations, Due Diligences, and Capital structures providing a solid financial foundation.
- **Finance Structure:** Designing finance structures that support the organization's vision and goals, driving long-term success.

Leadership Team

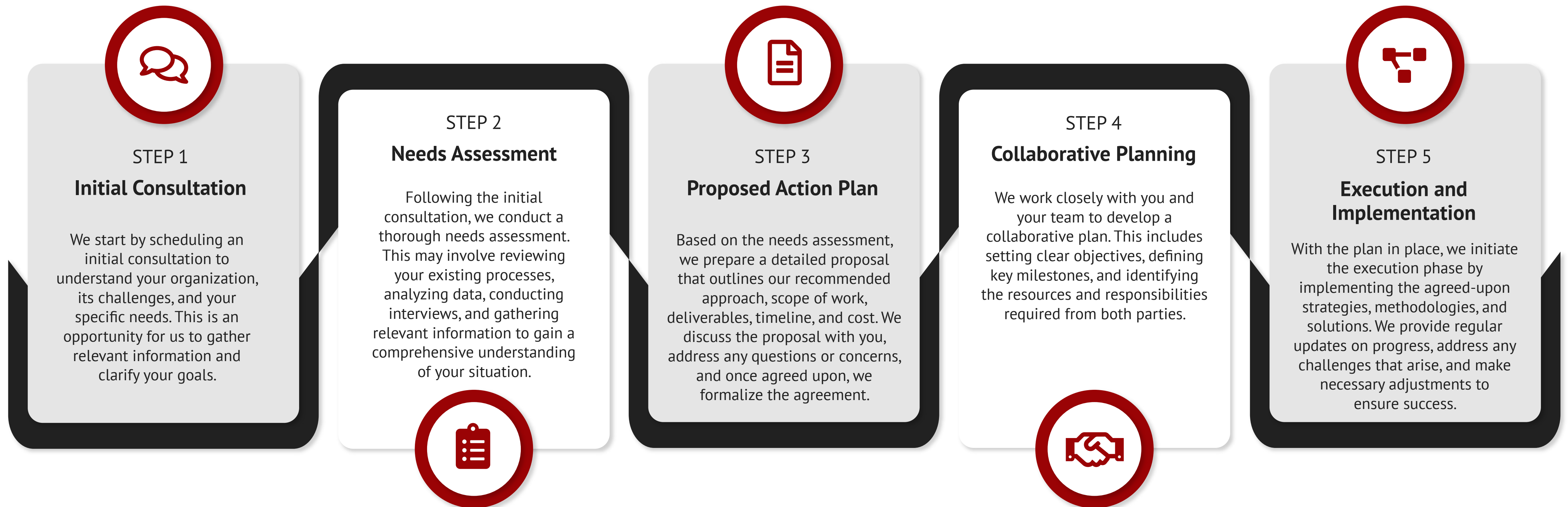


Mukesh Gupta

Director- Assurance

- Mukesh Gupta boasts over **30 years** of experience in senior accounting and regulatory roles across diverse industries, including Financial Services, Telecom & Media, Infrastructure, EPC, Manufacturing, and IT.
- **International Accounting and Auditing:** Strong knowledge of international accounting and auditing skills, with expertise in IFRS, US GAAP, IGAAP, Ind-AS, PCAOB, ISA, and SEBI regulations.
- **Business Process and Internal Controls:** In-depth knowledge of business processes and internal controls, contributing to effective and efficient financial management.
- **Audit and Assurance:** Led various complex audits, including those of prestigious listed companies, showcasing his proficiency in handling intricate financial reviews.
- **Advisory Role:** Advises on accounting issues related to IFRS, regulatory matters, and the enhancement of internal control processes.
- **Professional Background:** Held senior positions at Big Four audit firms.

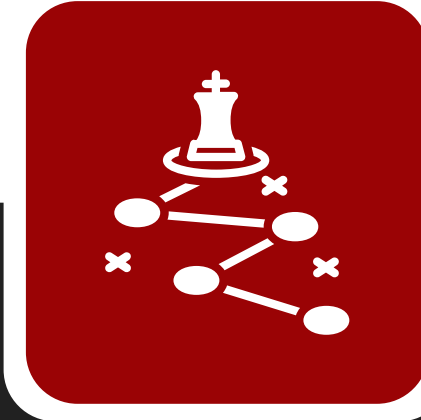
How Do We Work?



Our Services



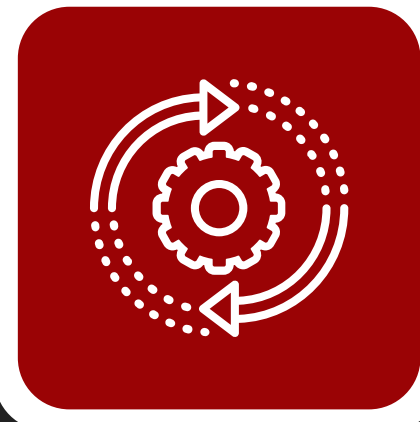
CFO
Services



Business Strategy
& Planning



Business Process
Transformation



Business Process
Optimising



Business Intelligence
& Analysis



Cash Management
and Funding

CFO Services

We provide critical financial expertise and strategic guidance to optimize your company's performance. From precise budgeting and forecasting to cash flow management and risk mitigation, a CFO ensures sound financial decision-making. They analyze data, identify growth opportunities, and drive profitability.

What We Do?

We will help in crafting a winning strategy by bringing in our wide experience across various industries and a fresh perspective to the business. We bring a wide array of financial services that are completely customizable and fit your business needs.



CFO Services: How We Do?



Financial Systems

- Accounting Policies Procedures
- Internal Controls
- Book Keeping



Financial Reporting

- Insightful & Consistent MIS and Dashboards
- Management Decisions
- Periodic Review Meetings



Compliance Management

- Accounting Policies Procedures
- Internal Controls
- Book Keeping



Cashflow Management

- Cash Flow Forecast
- Assistance in Fund raising
- Investor Relationship & Reporting
- Credit Control



Audit Assistance

- Planning financial audit
- Preparing / review of Financials for Audit
- Liaison with the auditors
- Knowledgeably answering audit queries

Business Strategy & Planning

A business plan tells the story of what your business strives to be and maps out the route you'll take to get there. It can be shared with investors, partners, and employees to build momentum and get buy in. We will help you tackle them so you can turn your ideas into a concrete plan.

What We Do?

We will help you in defining your business strategy, which gives it a set of values and gives it purpose. It would help you in understanding what success actually looks like. It would provide a roadmap for your business, showing you the destination and identifying useful stopping points along the way.



Business Strategy & Planning: How We Do?



Sales/Channel Strategy



Marketing Strategy



Product Roadmap



Understanding
Addressable Market



Manufacturing/
Sourcing Plan



Key Supplier
Management/Contracts



Location Strategy



Financial Plan



Business Risk
Management Framework

- Long Term Business Planning
- Management Decisions
- Periodic Review Meetings
- Insightful & Consistent MIS and Dashboards
- Budgeting & Scenario Analysis
- Costing/Pricing & Break-even Analysis

Business Process Transformation

Digital transformation is forcing businesses to adopt new technologies before they get left behind. Are you using outdated processes and business practices simply because you've always done things that way? If yes, then you're not alone. The best way to identify the biggest opportunities for increased efficiency and overhaul out-dated processes is through Business Process improvement.

What We Do?

To win in this digital era you need a bold ambition and flawless execution. We can help with both. Whatever your ambition may be; from implementation of tools, accounting & ERP systems and SOPs. We work with you to design, build, and scale truly transformative businesses.



Business Process Transformation: How We Do?



Implementation
of ERP



ERP Optimisation



Transaction Processing



Credit Management



Payroll Processing

Business Process Optimising

Right controls and processes are those that mitigate risk and improves productivity of the business in an efficient and cost-effective way. Optimisation is our response to the needs of businesses and its operations to have the right controls and processes at the right cost.

What We Do?

There is no 'one size fits all' solution.

Based on the understanding of business and operations, we map existing processes and refine or define your business processes by way of introducing SOPs (Standard Operating Processes).



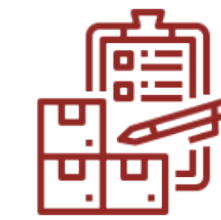
Business Process Optimising: How We Do?



Sourcing and
Purchases



Sales and Distribution



Inventory Management



Production Planning



Human Resource
Management



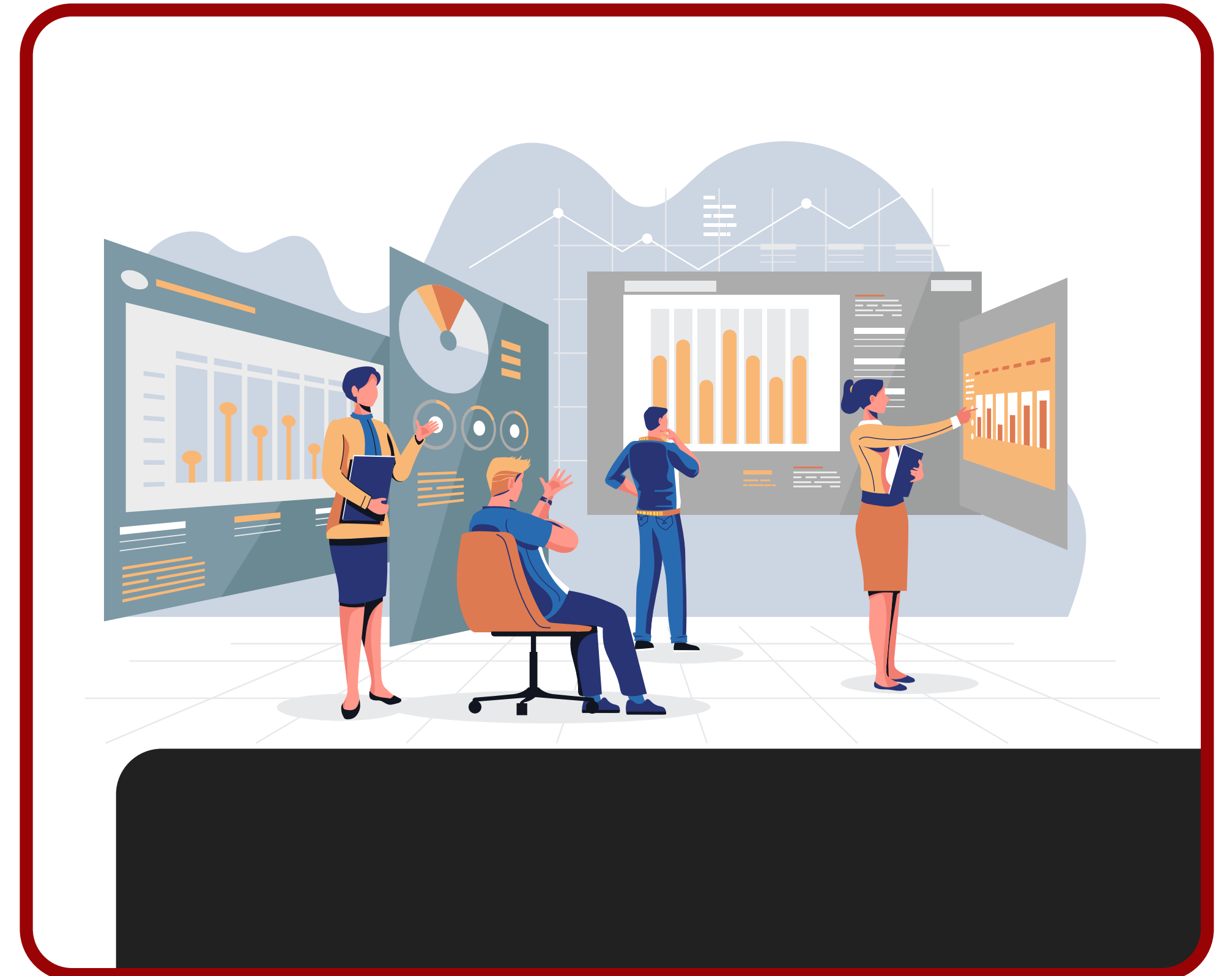
Financial Management

Business Intelligence & Analysis

Most of the companies either do not understand the full potential of the data available or don't leverage it at all. They still manage their businesses in the dark, without insightful guidance from their financial reporting.

What We Do?

We identify or define the KPIs that are critical for the organisation. We customise insightful and consistent dashboards that shows performance of each critical KPI at a glance. We help in making informed financial decisions through careful analysis of financial data, such as budgets, cash flows, and forecasts which provides insights into the financial health, identifies risks, and suggests measures to mitigate them.



Business Intelligence & Analysis: How We Do?



Plan (Budget) –
to – actual.



Sales Pipeline



Cash flow



Compare to the past



Peer Benchmarks



Industry Performance
Metrics



Long-term
value drivers



Current Initiatives

Cash Management And Funding

Cash management is vital for businesses as it ensures optimal use of funds, maintains liquidity for immediate obligations, reduces borrowing costs, and enables strategic decision-making.

What We Do?

We help organisation in monitoring cash flow and measuring how much money will be available to invest and how much more it could raise, on what terms, at what cost and where from. We provide alternatives such as crowdfunding (equity), peer-to-peer lending (debt) and specialist 'fintech' service providers



Cash Management And Funding: How We Do?



Cash Flow Projections



Funding Options



Assistance in raising
debt or equity capital



Cashflow-Projections
& Alerts



Periodic submission
(CMA data etc) to banks



Cash Flow Monitoring–
Weekly/ Monthly



Setting up funding
arrangements with banks
or financial institutions



Working Capital
Cycle Optimisation

- Insightful & Consistent MIS and Dashboards
- Management Decisions
- Periodic Review Meetings



Renewal and restructuring
of existing facilities with
financial institutions



**Unlock your potential
through strategic
financial management.**

Contact Us

Get In Touch



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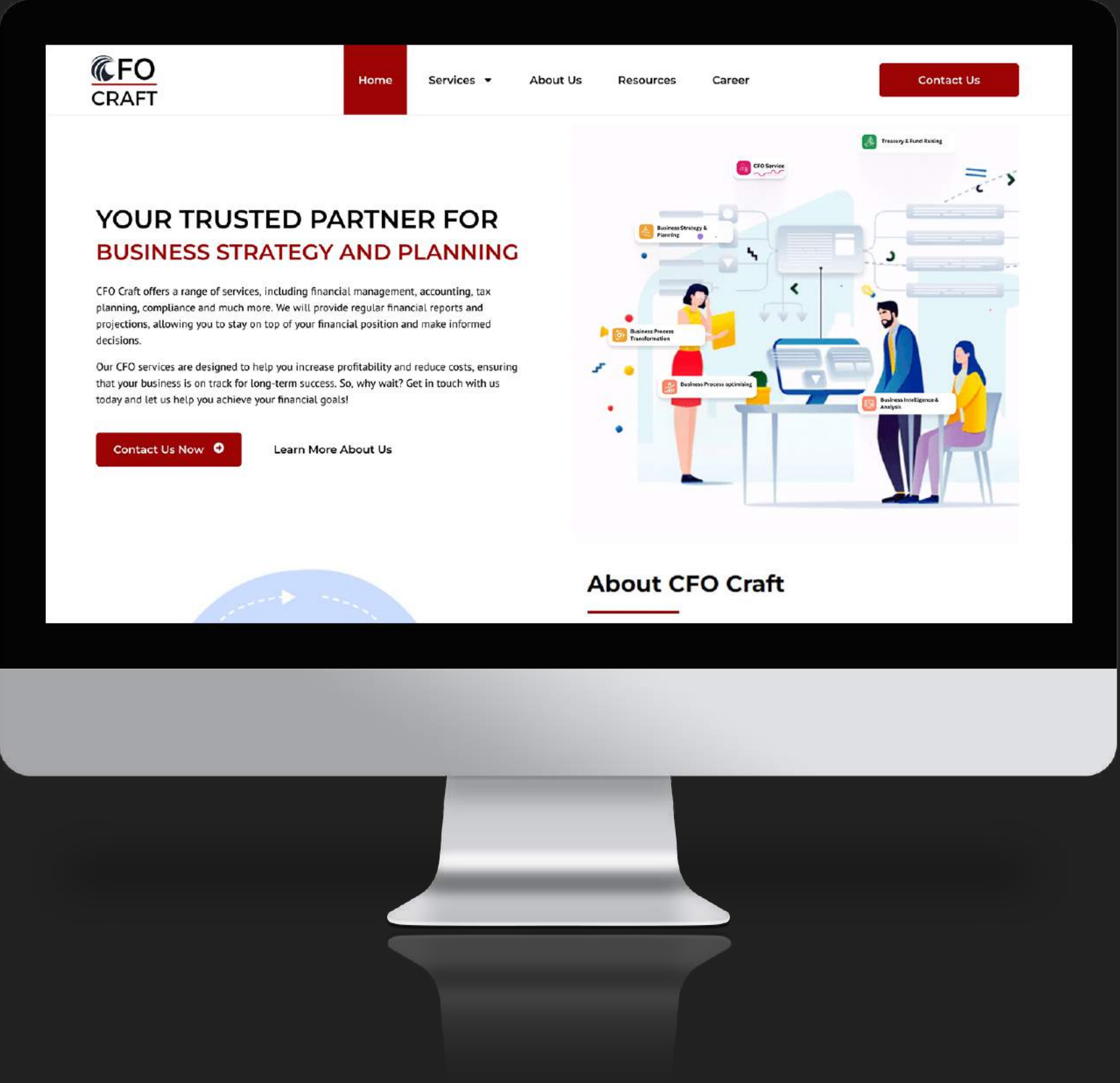
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Thank You!

Check our Website