

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

Managing Director

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.

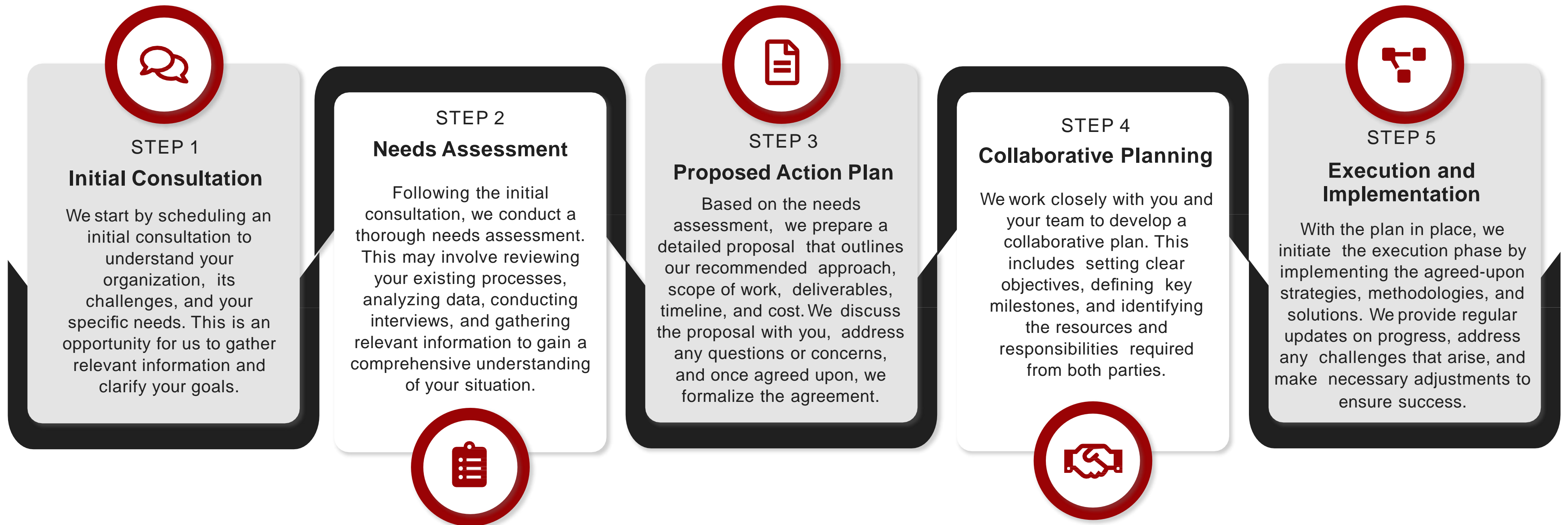
Business Process and Internal Controls: In-depth knowledge of business processes and internal controls, contributing to effective and efficient financial management.

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

A CFO ensures sound financial decision-making.

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. By analyzing data, we shall work with you in identifying growth opportunities, and drive profitability. With our expertise, you'll have accurate financial reporting, compliance assurance, and valuable insights for informed decision-making.

What We Do?

We will fill this vital role of CFO in crafting a winning strategy by bringing in our industry experience and a fresh perspective to your business. We bring a wide array of financial services that is completely customizable and fits your business needs. We can support and work with you in achieving your business goals.



CFO Services: How We Do?



Financial Systems

- Accounting Policies Procedures
- Internal Controls
- Book Keeping



Financial Reporting

- Insightful & Consistent MIS
- Regular Dashboards
- Periodic Review Meetings



Compliance Management

- GST Compliance
- Income Tax Compliance
- Entity Compliance (LLP or Company)



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 achieve and maps out the route to get there. It can be shared with investors, partners, and employees to build momentum and get buy in. We will help you in preparing a plan convert your ideas into a concrete plan.

What We Do?

A smartly designed Business plan document can be an invaluable partner and guiding light for the entrepreneur as he navigates the complex business environment. Generally, plan is prepared with a 3 to 5 years view.

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**



Location Strategy



Financial Plan



**Business Risk
Management**

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

Business Process Transformation

Rapid changes are forcing businesses to adopt new technologies before they get left behind. But when you've relied on the same processes for years, where do you begin? The best way is to identify the key processes and carrying out process mapping. Comparing with "To Be Process or Best Practices. This opens up new opportunities for increased efficiency and overhaul of outdated processes.

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?

Controls Optimisation is a process of continuous improvement. There is no 'one size fits all' solution. We help you in optimising controls to support better finances, business operations, managing complexity and achieving effective governance & compliance. Based on the understanding of business and operations, we map existing processes and refine or define your business processes by way of SOPs (Standard Operating Policies)



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 organisations 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 comparable guidance from their financial reporting. Regardless of the reason, a business leader needs timely, accurate, quickly understandable and actionable data in a well-designed dashboard.

What We Do?

We help you in identifying or defining the KPIs that needs periodical tracking for monitoring the progress or course correction. We customise dashboards is to reveal – at a glance – the metrics that are most critical for success of the business. 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
vs actual)**



Sales Pipeline



Cash flow



**Comparison to
past**



**Peer
Benchmarks**



**Industry Performance
Metrics**



**Long-term
value drivers**



Current Initiatives

Cash Management And Funding

Cash management is vital for any business as it ensures optimal use of funds, maintains liquidity for immediate obligations, reduces borrowing costs, and enables strategic decision-making. It improves financial stability, cash flow forecasting, supplier relationships, and compliance with financial obligations. Effective cash management is essential for sustaining and growing a business by promoting financial discipline and maximizing the utilization of available resources.

What We Do?

At the strategic level, we advise about appropriate choices, the trade-offs and compromises involved when financial decisions are taken.

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.



Cash Management And Funding: How We Do?



**Cash Flow
Projections**



**Funding
Options**



**Assistance in
raising Funds**



**Cashflow-
Projections**



**Periodic reporting
to banks**



**Cash Flow
Monitoring**



**Setting up funding
arrangements**



**Optimisation of
Working Capital**



**Renewal and
restructuring with
financial institutions**

Credit Control
Inventory Management
Vendor Management



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

Contact Us

Get In Touch



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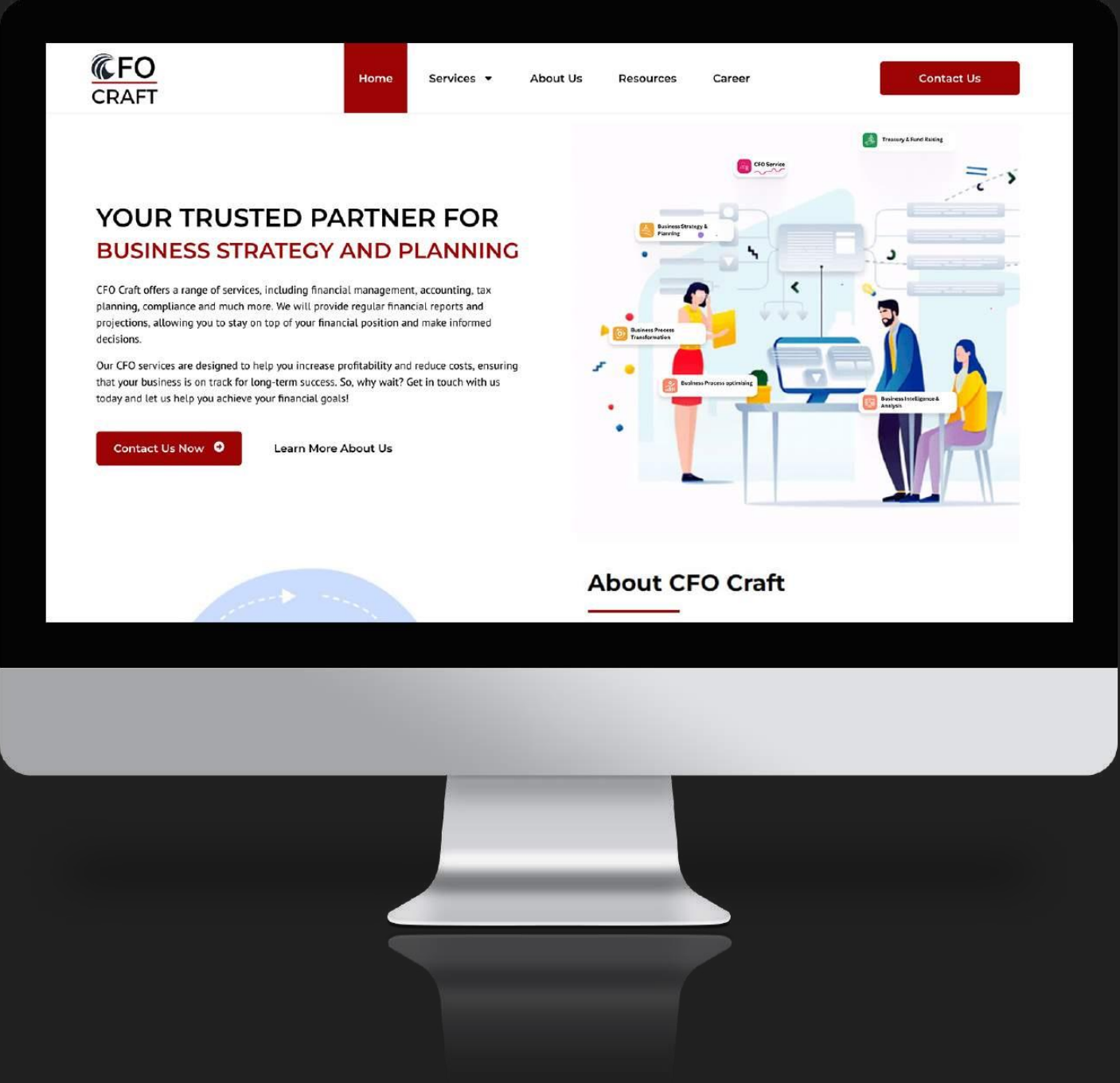
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Thank You!

Check our website