

# COMPANY PROFILE

**CFO CRAFT Advisory Services  
Private Limited**



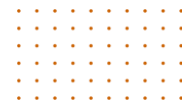


# ABOUT US

At CFO CRAFT, we offer expert Business Advisory and CFO services to drive organizational success. Our Business Advisory services focus on strategic planning and operational efficiency. As a trusted CFO partner, we specialize in financial management, forecasting and compliance. We help businesses streamline financial processes, implement robust systems, and make data-driven decisions for sustainable growth and long-term value creation.



[\*\*More  
Information\*\*](#)



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# About Founder



Sudhir Gawandi brings over 25 years of expertise in Business Strategy, Financial Management, and Leadership across diverse industries. With a proven track record as a CFO and Business Head, his areas of expertise include:

- Mergers & Acquisitions (M&A) and seamless integrations
- Strategic business planning and process automation
- ERP system implementation and optimization
- Business restructuring, valuations, and due diligence
- Product pricing strategies
- Tax and transfer pricing management

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## LEADERSHIP TEAM



**Mukesh Gupta**  
**Director- Assurance**



**Asmita Vagal**  
**Principal - Consultant**



# CFO Services

# CFO SERVICES

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## Financial Systems

**Financial Reporting**



**Cashflow Management**

**Transaction Processing**

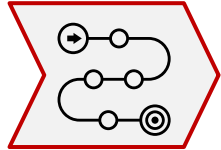


**Compliance Management**

**Customised solutions offered for each of the above Services**

# Transaction Processing

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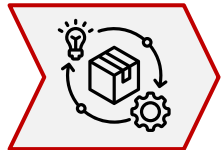
## Mapping Processes

— Understanding and Mapping the Current Processes



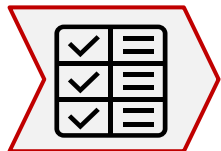
## Identification of GAPS

— Identification of areas for improvisation by comparing Current Process vs Best Practices



## Development of Process

— Developing Standard Operating Procedures (SOPs) for consistency and efficiency



## Implementation

— Implementation of the Defined processes



## Continuous Improvement

— Adapting to Changes in Organisation



# Financial Systems



## Health check of Accounting system

Understanding the existing setup of Accounting System

## Optimisation of Default features

Activate the default functions and setups in the Accounting System

## Need for Customisation

Identifying unique needs of Organisation for Customisation

## Liasion with System's Technical team

Implementation of the Customised features

## Controls and Security

Defining the user access management to mitigate errors and fraud



# Financial Reporting

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## Creation of Long-term Financial Plan

Establishing financial strategies for future stability and growth



## Identification of Initiatives and KPIs

Defining key goals and performance metrics for strategic projects



## Creation of Annual Plan

Developing yearly goals and operational strategies for organizational success



## Monthly closure of books

Concluding financial records for each month's performance

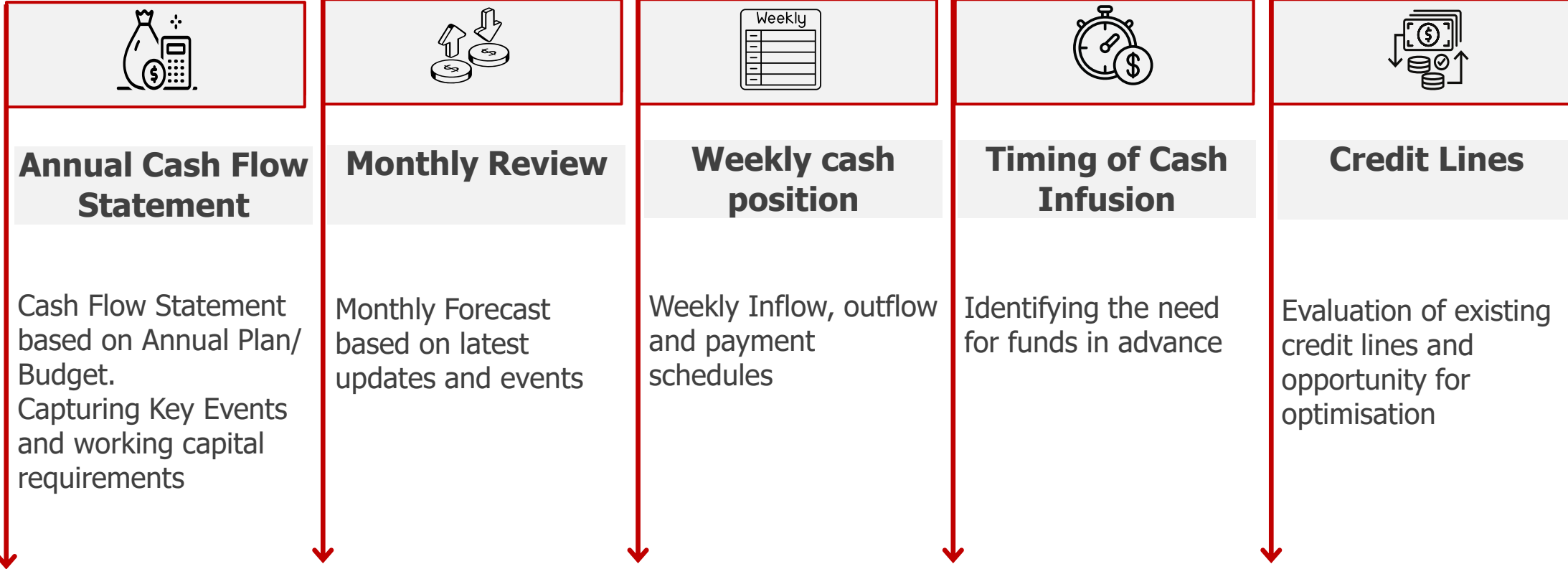


## Monthly MIS

Compiling and analyzing monthly MIS for real-time decision-making



# Cashflow Management



# Compliance Management

**TAX Audit Support**

Annual



**GST**

Monthly

**Statutory Audit Support**

Annual



**TDS**

Monthly, Quarterly & Annual

**GST Audit Support**

Annual



**Company Secretarial**

Quarterly & Annual

# Strategic Advisory

# Strategic Support

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- Defining the Strategic Road Map
- Identification of Key Initiatives
- Setting Long Term Plan
- Preparation of Annual Plan/ Budget
- Setting Key Performance Indicators (KPIs) for each function/ department
- Implementation of supporting systems and tools
- Monitoring and Review of performance

# Stages of Our Services



# CONTACT US

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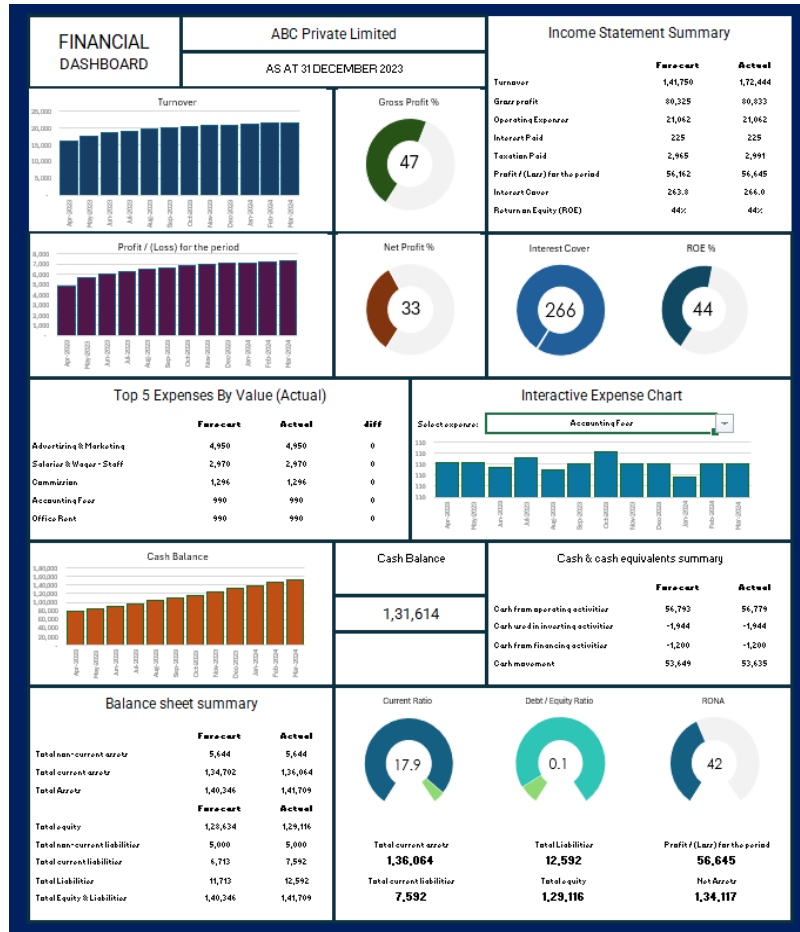
Aditya Heritage, 502,  
Near Rustomjee Elanza Avenue,  
Malad, Mindspace, Malad West,  
Mumbai, Maharashtra 400064

**THANK  
YOU**



# Back up Slides

# Sample: MIS and Dashboards



### ABC Private Limited

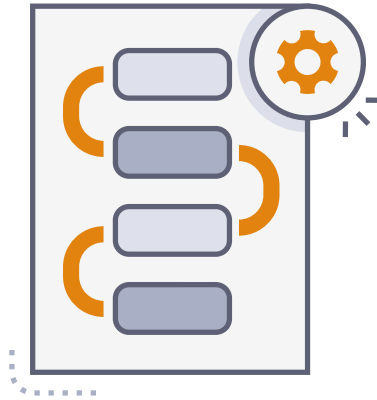
Profit & Loss Account for the period ended 31 December 2023

	Current Month				Prior Year
	Forecast	Actual	Variance	Variance %	
Turnover	15,750	20,845	5,095	32.3%	17,371
Cost of Sales	6,825	11,074	(4,249)	(62.3%)	9,120
Gross profit	8,925	9,771	846	9.5%	8,251
Gross profit %	56.7%	46.9%	(9.8%)		47.5%
Other Income	10	10	-	-	10
Operating Expenses	2,345	2,345	-	-	2,116
Profit / (Loss) before interest & tax	6,590	7,436	846	12.8%	6,145
Interest Paid	25	25	-	-	25
Profit / (Loss) before tax	6,565	7,411	846	12.9%	6,120
Taxation Paid	329	372	(42)	(12.8%)	307
Profit / (Loss) for the period	6,236	7,039	804	12.9%	5,813
Retained Earnings - beginning of period	1,12,498	1,12,177	(321)	(0.3%)	40,047
Dividends Paid	100	100	-	-	100
Retained earnings at end of period	1,18,634	1,19,116	483	0.4%	45,759



# Sample SOP: O2C (Order to Cash)

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Standard Operating Procedure (SOP)  
Order to Cash (O2C) Process