



CFO Services

We are just not another Advisory Service Provider But....

Hands on Implementation & Execution driven by our unique measurable impact engagement with best of financial practices to strengthen finance function driven by our simplistic partnership approach with all stakeholders

So, we are just a natural extension of your In-House Team to drive your business growth with orderly financial insight & navigation !

Our Motto

Provide high impact outsourcing CFO/FC (Chief Finance Officer/Financial Controller) services to businesses as -

- ▶ One of the key stakeholder while navigating growth
- ▶ Create value driven approach to finance function across small (start-ups) and middle level enterprises and support to existing CFO offices
 - ▶ Benchmarking COFF (Cost of Finance Function)
 - ▶ F P & A (Financial Planning & Analysis) on big-data
 - ▶ Key financial ratios & Business KPI's based leveraging on Balance Sheet
- ▶ Leveraging comprehensive tools, unique **proprietary engagement** leading to measurable impact via traditional & strategic controllership/CFO Services
- ▶ Setting high level of professionalism with rich domain expertise, unmatched network & vibrant eco-system around knowledge management

Integrity with Xcellence at its core based on value centric approach

Services Product Verticals

- ▶ Standalone CFO / Controllership Services – SME's Business Owners looking for rapid business growth
- ▶ Complete Finance Outsourcing = + CFO/Controllership Services + F & A Outsourcing for Start-ups / SME's / Existing CFO Office
- ▶ CFO STOP = Transformative Projects to support existing CFO Office
- ▶ Strategic CFO Advisory such as -
 - ✦ Treasury Management (Surplus cash / Wealth Management Solutions etc)
 - ✦ Cross Border Business Structuring on Taxation optimisation via Transfer Pricing mechanism

**We are just not an Advisory
But Hands on Implementation & Execution with all stakeholders Our
team is just a natural extension of in-house finance team**

Business + Finance Integration = ixCFO



- ▶ With a cumulative experience of approx 150+ man-years; our team is arguably best positioned to leverage their sector agnostic cumulative CFO practices, tools and skill sets to add significant value
- ▶ Our CFO Services deliverables comes at a fraction of cost and integrated in line with best of practices with continuous update across our knowledge management framework

Our Engagement framework

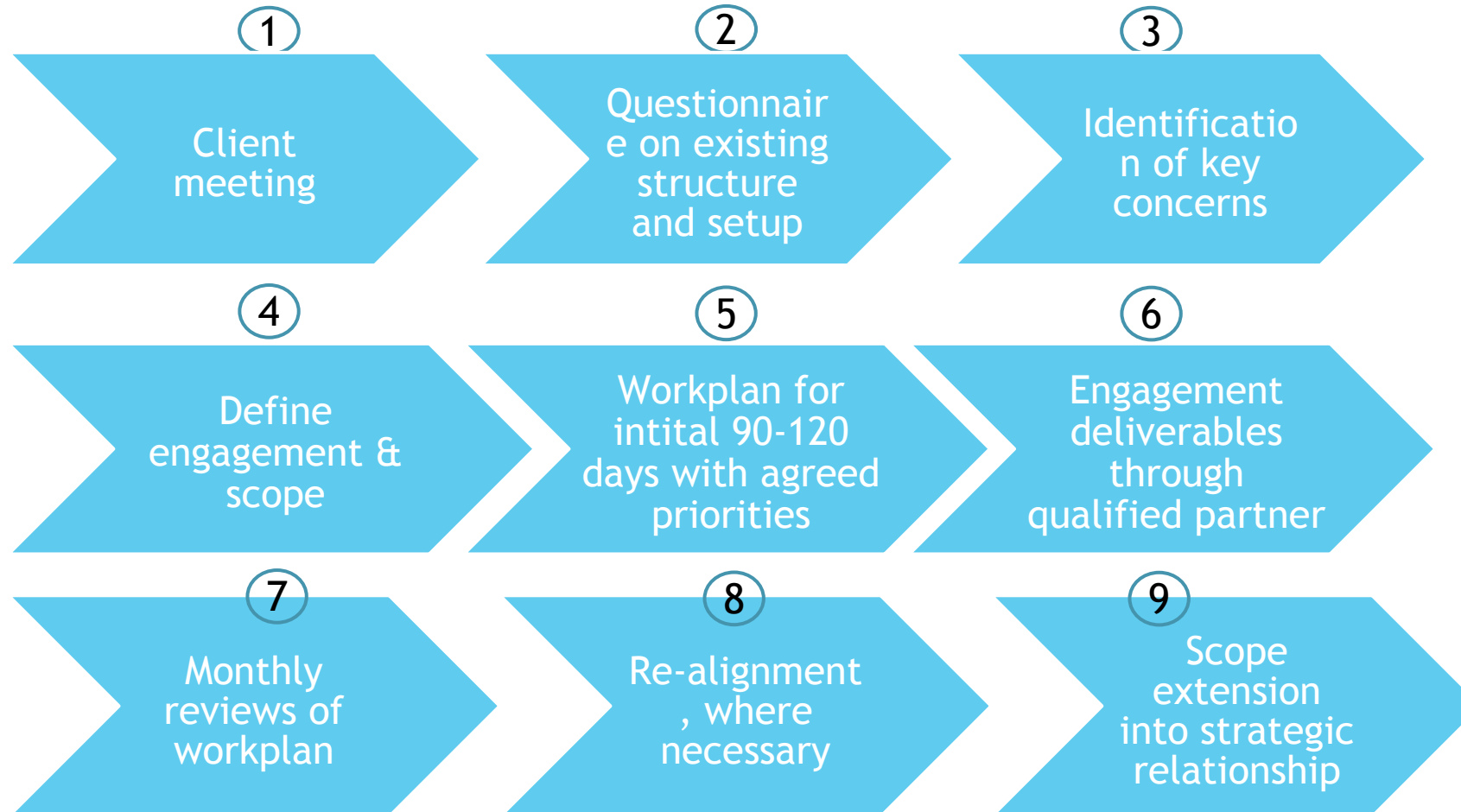
- ▶ **Tx** = Transactions - Assurance, Processes, Controls & Automation / Digitisation
- ▶ **Fx** = Financial Health Management & Business Support Services
- ▶ **Ix** = Inorganic & Organic Growth **X**ecution
- ▶ We offer CFO services to SME Business Owners who can not afford full time CFO/Financial Controller (FC) or intensity of current finance function engagement does not warrant to have full time CFO/FC all the time
- ▶ We also offer CFO Services to existing CFO Offices by giving them project based mandates under **CFO** **STOP** bucket

Mix of Traditional & Strategic CFO/Controllershship roles with measurable impact

CFO STOP : to existing CFO's Office

S – SUPPLEMENTING	Additional manpower requirement for finance professionals to reduce pressure on current finance team on specific projects – For e.g. ERP implementation, Post M & A finance integration etc.
T – TRANSFORMATION	Projects like Internal Financial Controls (IFC), Good & Services Tax (GST) & Accounting Standards – India/International (AS/IFRS) roll out within TimeLine to mitigate cost and compliance issues etc.
O – OUTSOURCING	Non-core finance areas to manage finance function more strategically, reduce Cost of Finance Function (COFF) and free time to focus on core of business & finance by CFO
P – PLAN	With us based on our highly experience engagement Team Members, Knowledge Partners & Rich Network @ ixCFO

Our Approach



IxCFO Impact - Key concerns notified

- ▶ **Reporting** – Lack of monthly closing process and reports aligning operations & financial performance
- ▶ **Compliance** – Lack of knowledge on transactional compliance and timely deposit of statutory dues
- ▶ **Cashflow management** – Missing working capital analysis and treasury management activities
- ▶ **Internal control** – No standard SOPs on procurement, credit risk management, staff reimbursement, inter-company transactions, fixed assets management
- ▶ **Audit quality** – Local auditors lacking quality aspect in respect of compliance checks and disclosures
- ▶ **System integration** – Independent accounting software such as Tally used, lacking operational integration and transaction controls
- ▶ **Board reporting** – Lack of formal reporting as Board composition lacks independence
- ▶ **Related party transactions** – No formal arrangement of related party transactions
- ▶ **Employee incentives** – Missing benefits and schemes for incentivizing employee performance
- ▶ **Tax planning** – not organized on quarterly basis, leading to interest cost at the year-end

Our engagement has ensured resolution of all the above concerns for the clients

Reference material / deliverables



Scoping
Questionnaire



Work_plan1



Work_plan_2



Compliance_calendar_format



GAP Analysis



Margin_analysis



Progress Report



Daily_cash_flow_report



MIS_Pack_1



MIS_Pack_2



Board_presentation

Value for investors - post investment

- ▶ **Book-keeping** – Our team ensures the books of account of our client are maintained live to-date and the MIS are reconciled with the books at all times. This helps in ease of audit and readiness for any prospective due diligence.
- ▶ **Monthly MIS Reporting** – We have consistently delivered monthly MIS at standalone and consolidated level, as applicable, in all our engagements, including -
 - ▶ balance sheet & working capital analysis,
 - ▶ profit & loss statement,
 - ▶ cash flow statement
 - ▶ key performance matrix / ratios, margin analysis
- ▶ **Board reporting** – We have represented as finance function in various board meetings and presented the performance driving decision making at Board level

Value for investors - post investment

- ▶ **Compliance** – All our engagement partners have compliance management as top priority and we have ensured no delays in the payment of statutory dues and filings
- ▶ **Banking operations** – We have organized the best possible banking solution to the clients, in terms of daily operations, facility re-alignments, etc
- ▶ **Internal control & system implementation** – We have designed processes which provides enough control yet being flexible to the organisation needs. Our focus remains to automate the process, where possible, with minimum manual intervention to reduce errors
- ▶ **Big4 audit management** – We have consistently managed the audit process of Big4 of our clients with finalization within 90 days period

Our CFO services thrive to maximize the value for all stakeholders

SMEs - value enrichment

Our process is targeted to prepare the companies for fund raise alongwith maximising the valuation with following approach -

- ▶ **Transaction analysis** – One of the major issues noted in our experience is lack of transaction analysis. We work towards this issue with business understanding and mapping, our approach includes analysis as under –
 - ▶ Method of recording the transaction in compliance with the accounting standards
 - ▶ Compliance with the law – companies act and income tax act
 - ▶ Manner of storing the data – enabling analysis during the due diligence process
- ▶ **Balance Sheet Analysis** – Legacy transactions generally balloon the balance sheet items, which often results into valuation issues. Our analysis pre-investment helps the companies to –
 - ▶ Identify such legacy issues and work with the management to resolve them in time
 - ▶ Hive off non-core assets, where possible
 - ▶ Clean-up any non-realizable assets and liabilities
 - ▶ Align debt-like liabilities to ensure right classification of current and non-current liabilities

SMEs - value enrichment

- ▶ **Compliance** – We analyse the laws applicable to the company and test the compliance of the same. Our key tests here include –
 - ▶ Status checks on past records for payment and filing
 - ▶ Analysing the assessment status and representation made at various levels.
 - ▶ Evaluating the probability of cases to understand any contingent liabilities
 - ▶ We also match the financials with various board and shareholder decisions and gaps, if any, are processed for rectification
- ▶ **Banking facilities** – We check the compliance to the facility terms and conditions to ensure that there are no impediments to the fund raising process. In case of non-compliance of any terms, we work towards rectification of the same.
- ▶ **Internal control & risk assessment** – Considering that this point has trigger to challenge future projections, our work and gap analysis focuses on this aspect and timely correction. This also supports the business plan presented for the fund raise eliminating all past issues including leakages if any.
- ▶ **Audit process management** – Most of the investment agreement requires change in auditors to Big4. Our approach to data preparation and analysis covers this before investment process begins. Thus, this change does not become a burden to the company later.
- ▶ **Board reporting** – Considering that most SME have informal board reporting, we work with the management to design a board pack which is useful in post investment discussion with the investors.

**Our focus remains to eliminate risks and minimize contingencies
impacting the valuation**

Client Testimonials

"It is good to see the learning curve along with partner of your firm and to realise the in-depth potential of CFO. "
CEO - INR 400 Million IT Services Company

Excellent structured approach to shared CFO services & a clear general process in place to implement the services (rapidly measure financials and implement controls) "
CEO - Manufacturing Co - Electical Panels.* Heavy Engg Machines

Revamped entire operational IT system with good interface with financial platform interface, saved huge cost of migrating to branded ERP solution."
CEO - ITES Services Company of 1000+ people with presence across cities in India and overseas

Caselets-1 (Not an exhaustive list)

Manufacturer of engineering panels :
Top-Line 200 cr. INR

- Streamlined controls, processes
- Implemented new ERP with vast functionality added & MIS systems to capture KPI at BU level tracking for better incentivisation
- Improved Cash Conversion Cycle
- Leveraged optimally for banking limits for fund and non-fund limits
- Added strategy to overall growth

PE funded Retail apparel company

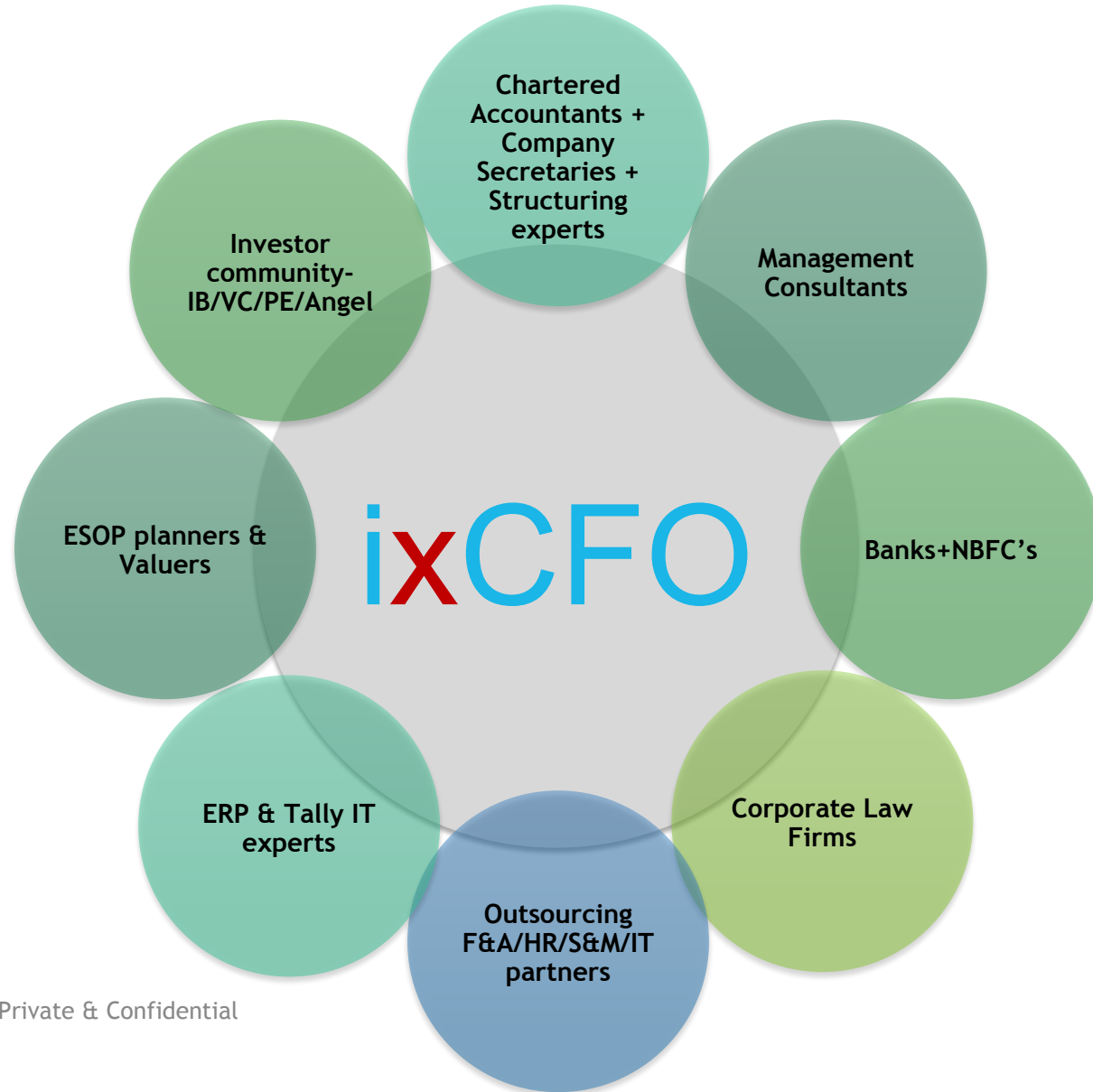
- Reduced WC cycle by 20 days
- Improved WC management & cash flows
- Stabilised & automated compliances
- Improved MIS & reporting
- Capital structuring & ESOP formulation assistance

IT Product company with INR 150 mn revenue.

- Streamlined closing cycle
- Created new MIS/Board packs
- Reduced DSO by 30 days
- Fruitfully deployed treasury monies with improved forex exposure tracking
- Developed Budget & Business Plan for PE fund raise
- International structuring

**More
Details on
web site**

Our Network Ecosystem



Score Card ixCFO - Knowledge Management Platform

Complete Finance Outsourcing Organising Finance Function for Growth – www.ixcfo.com

Sector Agnostic Clients on CFO Services Mandates	100 + Mandates across 4 variants of CFO Services Engagements in last 6+ years
CFO Team members	13 CFO/Finance Controllers with combined 150 + Man-years operating finance domain expertise
Mandates Servicing	2 Way positioning with 24 x 7 presence Shared (On-site) and Virtual (Off-site) mode CFO/Controller level partners
Key Knowledge Partners (E.g. on F&A outsourcing, Paryoll outsourcing, ESOP, Debt Syndications & Equity with PE/VC network	25+ Network Plug/Play solution partners across Cities via SLA based collaboration and own delivery centre on F & A outsourcing

Team ixCFO with Professional Founders

At present, we have trained & experienced team of 15+ CFO's/Controllers as CFO partners spread across Indian Metros + Tier 1 cities, involved in CFO Services mandates execution duly supported by our network knowledge partners

All team members carry a rich & diverse experience of 12-20 years in Corporate business segment covering entire gamut of CFO/Controllershship function and are well versed in adopting best of management practices capability to deliver benchmark finance parameters with technology play on Fintech + Platform

Ramping up team of existing qualified freelancers in each of the metro cities by pulling them on platform for collaborative win-win with right incentive and ESOP model

We also have network of plug-play solution partners, advisors & knowledge partners closely working with our CFO Partners to deliver value

We are constantly guided by our Board of Advisors @ ixCFO



For further info on our media coverage, blogs, resource centre

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- Mumbai □ Pune □ Delhi/NCR □ Chennai □ Hyderabad □ Bengaluru □ Kolkatta
- Plus Tier I Cities in India □ Overseas Dubai Singapore (Via Affiliated Partners)