



ProBizAdvisor & Business Excellence LLP

Introduction

Promoters

Anand Rathi
Chairman

Adesh Gupta
Managing Partner

Sanjeev Bafna
Managing Partner

Overview

- ProBizAdvisor is promoted by Anand Rathi, Adesh Gupta and Sanjeev Bafna, all are qualified professionals having vast experience of **managing diversified businesses.**
- All have worked at **management level with Aditya Birla Group**, one of the leading business conglomerate of India, at different times
- Each having experience of over three decades each

Key Strengths & Differentiation

- **Client centric philosophy**, with clear focus on providing long term value addition to client, while maintaining the highest standards of excellence, ethics and professionalism
- **Create Excellence** in Business, Finance & Corporate Services
- **Experience across sectors** like Cement, Textiles, Financial Services, Metals & Mining, Chemical, etc.
- **Pool of Industry Experts to support** specific areas required.
- **Strong network** in the financial services industry
- **Well diversified team** with experience in Industry, Investment Banking and related fields
- **Supported by well qualified team** of people consisting of MBAs (IIM + other Tier 1 Business schools), CA, CFA, CS, and Engineers

Our Bouquet of Products & Services

Excellence in Business

- Help Planning, Tracking & Improving Business Operations & Profitability
- Develop & Tracking Plans & Strategy

Excellence in Finance

- Developing Capital Structure
- Help in Equity Raising
- All type of Debt Raising
- Debt Restructuring
- Liasoning with Banks & other Lenders

Excellence in Business Processes & Delivery

- Help in Designing, Implementing & Improving Commercial Systems
- Supervision & Review of Accounts & Finance Operations
- Building Finance & Commercial Team, Training, Recruitment & Development
- Legal Compliance, Risk Management & any advice on Commercial & Financial matters

Other Services

- Stressed Assets Management
- M & A Advisory Support
- Resolution Professional (Under IBC Code)



ProBiz offers a Special Service for SMEs & Start Ups

“Outsourced CFO”

CFOs use financial strategy and execution to drive growth, expansion and profitability. We help by bringing in our expertise in these areas and hands-on execution for one-time or ongoing assignments. We can help companies which are not yet ready to commit to a full-time CFO position or, for other reasons, an interim CFO is required. We can help through our in-house experts and associates across all major locations.

Hiring a shared CFO team

- Is affordable as the cost gets divided of the expert professional
- Gets diverse experience from a team of experts on specific areas that need attention
- Offers quality resources and continuity

What we deliver

- **In depth Studies & Evaluation** of existing business practices for the implementation & help to remove bottlenecks during the implementation
 - **Review of business practices** during various stages of growth phase to make **the organization ready** to succeed in dynamic business environment
- **Help in framing strategies** for efficient business operations & managing cost
 - **Strategic plan** helps in taking an organization to the **next level**
 - **Assess** how well the business is performing, highlighting strengths and areas that could be improved and **suggesting actions** to take to implement **improvements**
- **Laying standard systems, procedure and controls**
 - **Create Well-defined systems** and procedures help to carry out operations in a **standardized manner**
 - **Standardization** leads to trail of transactions getting recorded to create **checks and balances** in the system
 - **Sufficient level of internal control** check points give reasonable level of confidence to the management and investors
- **Establishing structural reporting system**
 - **MIS** is an effective tool to understand how business is running and where the **effort needs to be diverted/focused** for the expansion phase
 - **Create Reporting system** which combines smart and practical processes and technology

What we deliver

- **Cash flow modeling, reporting & management**
 - **Monitoring of an entire cash flow cycle** (receivable-collections-payment to forecasting-liquidity management-real time controlling)
 - Help on bringing **operational efficiency** without impacting day to day activities
- **Budget & Forecasting preparation, analysis & tracking**
 - **Budgeting and analysis** process critical during the growth phase to manage cost
 - Help to set up the **budgeting process from the scratch or improvement in the existing system** backed by realistic assumptions
- **Helping** in Implementation of Accounting Systems & Business Procedure
 - **Getting ready for use of correct accounting software** for record keeping to reporting cycle
 - **Advice organizations** to select best suited accounting software/ERP and people through the transition phase
- Continuous review and hand holding on various finance & commercial matters
 - **Review** of operational processes related to commercial matters and **suggest changes** to bring in efficiency and cost management
 - **Helping negotiation** of large volume contracts

What we deliver

- **Compliance & Legal/Operational Risk Management**
 - Help companies to **adhere to compliances** (TDS/GST/Professional tax/Filing of returns/issuance of forms) & helping on a regular basis
- **Development** of Finance/Commercial team
 - Work on the **implementation of assignments by training and handholding the team** responsible for carrying out operational matters
 - **Ensure** that they are **ready** to handle it **independently** and supervise it for pre-defined period
 - Carry out **training programs** on financial matter **for non-finance people**
- **Helping in preparation of MIS** – Internal/External Purpose
 - **Help** in putting in place processes for collection of documentation needed to be **audit (statutory/internal) ready**
- **Provide support team** for operational matter as required
 - Provide support team for a **specific assignment for a pre-defined period**

How it works

- ProBiz will be assuming typical role of a CFO directly in control of one of the Managing Partner
- We will **depute senior management person** on agreed frequency. If requested, We can delegate a full time professional
- The deputed professional **will Interact with Business Team** for inputs
- Routine work will be carried out by operational team of business which will be supervised by the delegated professional to **make things cost effective**
- Deputed Representative will be **available to participate in all matters typically attended by the CFO** including business review or call for any major decision as needed
- **Managing partners will be available on agreed manner to interact with the matters**

What you gain

- **Availability** of professional talent at **an affordable rate on need-basis**
- **Right talent deployment** for efficient and effective implementation of the assignment
- **Quality services** through diverse pool of talent available in-house
- **A reliable partner** for all business issues

Operations & Profitability

- **Improve efficiency & effectiveness** of operations with focus on increasing revenues & cutting costs
- **Aligning business activities with KPIs** and strike a balance between short and long term goals
- **Benchmark of the performance** with best in class competitor and suggest improvement
- **Help in accelerating business growth** and effectiveness of assets
- **Help in designing & deploying best system**, processes and practices and their continuous improvement
- **Participate and understand regular business / risk management** reviews for improving business performance
- **Help in planning, negotiating or structuring** long term contracts for services.

Develop strategy (both long & short term) for

- Business & Capex Plan / Portfolio Mix
- Merger / Demergers / Spinoffs for optimizing business portfolios
- Divestment and Asset Sale
- Long Term Strategic Contract

Planning & Strategy

Supporting Executing of Strategies

- Evaluation and Due Diligence of alternate proposals
- Negotiations and Finalizing Long term or strategic Contracts
- Finalize various Standard Practices for risk mitigation
- Continuing Monitoring of Execution

Partnering Institutional Investors & Other Services

Partnering Institutional Investors

- **Helping Investors / Lenders like Private Equity Funds**, Banks, Indian Subsidiary of MNCs, Family Managed Business, Promoters of early stage companies in
 - Evaluation / Due Diligence services
 - Complete Monitoring of Performance
 - Actions for monitoring and online improvements
 - Ongoing strategic support
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Stressed Assets Management

- Help in Financial Structure Design
 - Overall Management for turning around / Operations
 - Facilitation to incumbent strategic investor in Interim Business Management
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Management Team



Anand Rathi
Chairman

- >50 Years in Project Management, Business Management, Restructuring, Financial & Capital Market and Management Consultancy
- Founder & Chairman of Anand Rathi Group
- Worked with Aditya Birla Group and was actively involved in all strategic initiatives, being instrumental in shaping the group's cement business, and spearheaded its foray into diverse businesses in manufacturing and services
- Past President of Bombay Stock Exchange
- Council Member – ICAI
- FCA (Gold Medallist)



Adesh Gupta
Managing Partner

- >35 Years in Strategic Planning, M&A, Disinvestment, Business Management and Restructuring, Capital Raising, Investor Relation, Taxation
- Various capacities in Aditya Birla Group- Whole time Director & CFO at GRASIM, Director in Ultratech Cement- CFO of Aditya Birla Nuvo, Jt. President in Birla Finance
- Awarded as Best CFO by ICAI, IMA & BT
- Member NACAS (A Central Govt. Body for setting up Accounting standards)
- FCA (Rank Holder), FCS., AMP(Harward)



Sanjeev Bafna
Managing Partner

- >30 Years in Business & Finance Management, Business Restructuring, benchmarking business & Corporate Governance
- Earlier worked as group CFO with SIVA Group, President & Dy. CFO at GRASIM, VP (Finance) at Birla Power Supply Co. Ltd, GM (Finance) at Indian Rayon and IndoGulf Corpn, Tata Exports & HDC
- On Board of Indian Association of Finance Professional
- FCA (Rank Holder), CS

Thank You

ProBizAdvisor & Business Excellence LLP

C -401 Marathon Innova, G.K. Marg, Opp. Peninsula Corporate Park,
Lower Parel (West), Mumbai 400 013,
Phone : +91 22 61146300, www.probizadvisor.com