



# OUR SERVICES OFFERING

# About Us

**Arham AdvantEdge Private Limited (AAPL)** is a management consulting company founded in 2019 by entrepreneurial Chartered Accountants from Big 4 consulting firms with a collaborative vision of building one of the finest professional services company in India.

Our solutions are focused to deliver deep expertise, objective insights, a tailored approach and unparalleled collaboration to help leaders confidently face the future. Our solutions span across financial & accounting advisory, risk management, transactions including M&A and fund raising advisory, capital markets (IPO) advisory and technology solutions.

With the business & regulatory landscape evolving rapidly, requiring organisation to adapt continuously, the need of the hour is a focused and agile company that can help organisation navigate through complex issues. With an experienced team of professionals, we aspire to fill this gap and assist organisations unleash their true growth potential.

## Key highlights:

Served **50+** large Corporate & BFSI clients in India & Overseas

Trained **10,000+** corporate professionals, bankers & investors

Successfully assisted **3** large IPO transactions for issue of INR **3,500+ crore**

ECL modelling & Valuation advisory for BFSI clients with AUM of INR **1,00,000+ crores**



# Our Journey

**2019**

- Set-up in June 2019.
- Secured IFRS consulting and trainings in India, UAE and Singapore

**2020**

- Directors joined as subject matter trainer for one of the Big4
- Mr. Raghu Iyer joined as a Senior Advisor

**2021**

- Set-up valuation advisory
- Partnership with Avati Consulting to provide risk management automation solutions. Won Ind AS 109 ECL automation for a bank in India

**2022**

- Set-up Capital Markets, M&A and IPO advisory.
- Successfully completed a M&A transaction for a Bank in Chennai

**2023**

- Successfully assisted a large NBFC in its IPO listing
- Won IPO consulting & PMS for 2 other NBFCs

**2024**

- Associated with Sa-Dhan organization (RBIs 2nd recognised SRO)
- Set-up fundraising advisory

# Core Team



**Mr. Raghu Iyer (Senior Advisor)**

A highly respected industry professional, academician & leader with **35+ years' experience, advised 100+ clients** consisting of leading Indian financial institutions and corporates. He specialises in areas like accounting standards, risk management, financial instruments & Derivatives valuations etc. Mr. Iyer is a **distinguished faculty with top-ranking B schools** like S P Jain and Great Lakes for 25+ years. Also, in close association with CRISIL, he delivers regular sessions on IFRS/Ind AS and Valuations. He is a **fellow member of the ICAI** and has been a rank holder in CA examinations.

**Mr. Vinit Thakur (Senior Advisor)**



A seasoned professional & academician with **35+ years' experience** in risk management, technology consulting and has been a consultant to several marquee clients like **SAP India, Oracle, IBM, GE, E&Y, 3M Group, Titan** among others. He has been a **distinguished faculty with many institutes in India** and Overseas like Jamnalal Bajaj (Management Institute), Berufsakademie (Germany), Al Ghurair University (Dubai) and has co-authored several publications. Mr. Thakur is a **Certified psychometric analyst**, a MS from University of Mumbai & a MBA from Bayer AG, Germany.



**Mr. Nitin Jain (Founder & Director)**

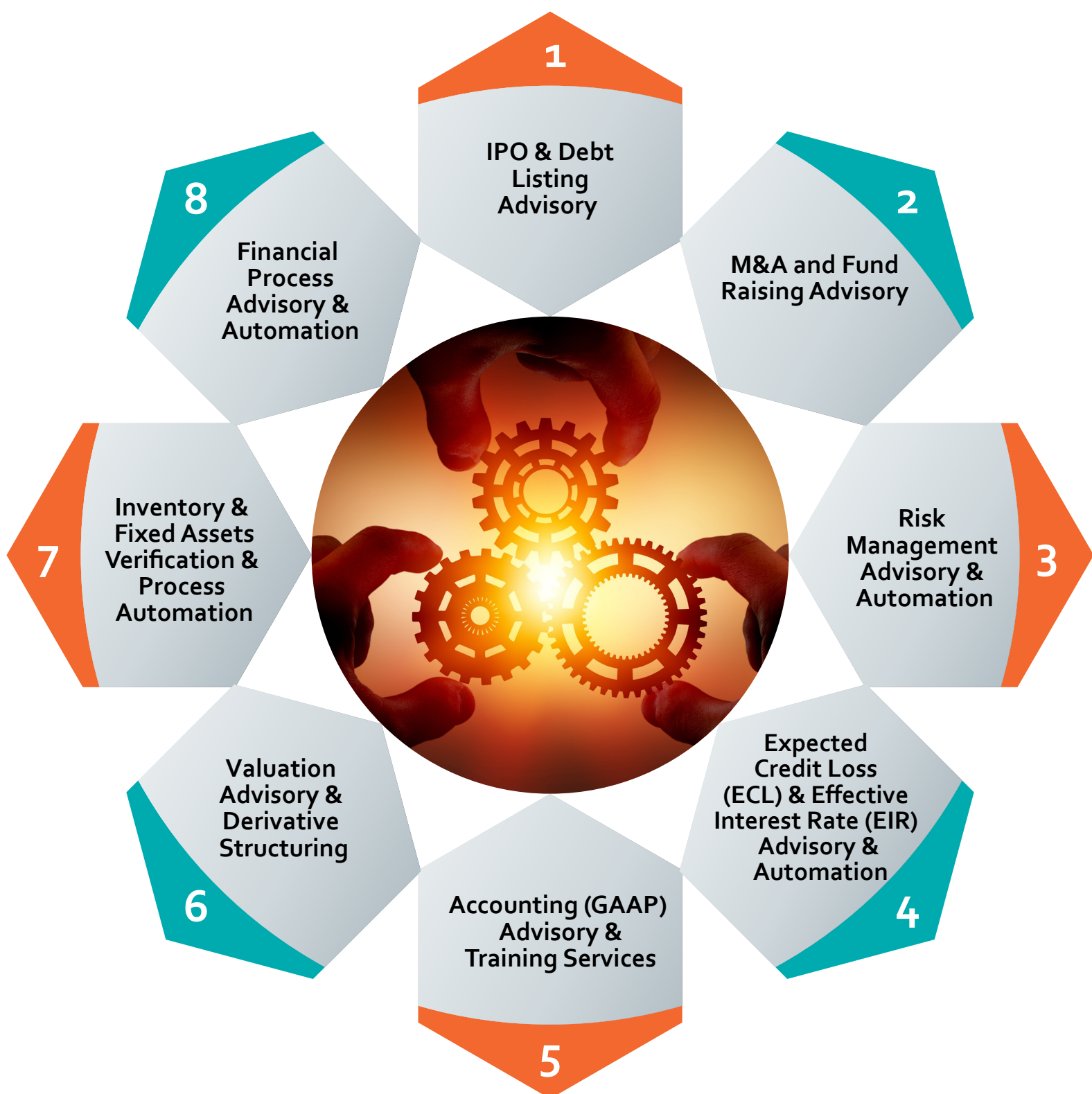
An experienced professional with **13+ years**, he has worked with KPMG in its Advisory services before venturing into entrepreneurship. He specializes in capital market advisory, transaction advisory including M&A, fund raising and financial & accounting process automation advisory & has led several consulting projects in India & overseas. Mr. Jain is a subject matter **expert trainer on IFRS & Ind AS for a Big4 consulting firm** and a visiting faculty at the ICAI. He is a **qualified CA from ICAI, CS from ICSI** and a B.Com from University of Madras.

**Mr. Mithul Shah (Founder & Director)**



An experienced professional with **12+ years**, he has been a consultant to several large corporate and BFSI clients in areas like capital markets, fund raising, and financial accounting advisory both in India & Overseas. He is a member of the faculty team of **Accounting Standard Board (ASB) of ICAI** and a subject matter **expert trainer on IFRS/Ind AS for a Big 4 consulting firm**. In the past, Mr. Shah has worked with PwC (Audit) and E&Y (Advisory). He is a **qualified CA from ICAI** and a B.Com from University of Madras.

# Our Services Offering





## 1 IPO & Debt Listing Advisory

- IPO readiness assessment including SME listing & Social Stock Exchange (SSE) listing
- Preparation of Restated Financial Statements
- Preparation of Prospectus/ offer documentation
- Preparation of various certificates/ documentation under SEBI requirements
- IPO Project management services - Liaisoning with BRLM, Legal counsels, Auditors etc.
- Assistance in post listing compliances and disclosures
- Assistance in Public listing of NCDs (Debt)
- Assistance in Private placement of NCDs (Debt)

## 2 M&A and Fund Raising Advisory

- Merger & Business Combination advisory
- Due Diligence
- Purchase Price Allocation
- Advisory on fund raising structuring (Equity & Debt)
- Assistance in improving credit rating



### 3 Risk Management Advisory & Automation

- ICAAP Policy framing (Quantitative & Qualitative)
- Modelling & Advisory under
  - i. Liquidity Risk Framework,
  - ii. Asset Liability Management, &
  - iii. Capital Adequacy Ratio
- Assistance in regulatory compliances (RBI, SEBI, ROC etc.)
- Development of Cost Allocation methodology
- Automation of Risk Management Processes (ALM, CAR, LCR etc.) through "RiskCube"\*
- Standard Operating Procedures (SOPs) and Risk Control Matrix (RCM) design & implementation

### 4 Expected Credit Loss (ECL) & Effective Interest Rate (EIR) Advisory & Automation

- IFRS 9/ Ind AS 109 Expected Credit Loss (ECL) & Effective Interest Rate (EIR) modelling & advisory
- Macroeconomic Factor (MEF) Modelling for ECL - Building Forward Looking Framework
- Automation of ECL and EIR through "RiskCube"\*
- IFRS 9/ Ind AS 109 Effective Interest, rate (EIR) modelling & advisory



\* "RiskCube" is an Integrated specialised platform enabling Strategic Functions, Decision Support, Risk Management & Compliance for Banks & Financial Institutions. "RiskCube" is a licensed product of Avati Consulting India Private Limited registered in Mumbai, India.

## 5 Accounting (GAAP) Advisory & Training Services

- IFRS, Ind AS & US GAAP Comprehensive Training Programmes including Corporate Batches, Certification Course on Dip IFRS from ACCA Institute.
- IFRS, Ind AS & US GAAP Convergence & Advisory
- White Paper/Technical Note on Complex Accounting Issues
- Designing and Building Online knowledge repository/library
- Develop a learning strategy, calendar & employees induction programmes
- Customised training solutions suiting client's specific needs on areas of Risk management, Valuations, Financial processes among others

## 6 Valuation Advisory & Derivative Structuring

- Structuring and valuation advisory of derivatives instruments (CCIRS, CCS, Forward contracts etc.)
- Equity & Debt instruments valuation advisory:
  - i. Business valuation including unlisted shares
  - ii. Merger valuation (Swap ratios)
  - iii. CCPS, MLDs, CCDs
- Structuring and valuation advisory of ESOP instruments
- Hedge effectiveness testing & accounting advisory





## 7 Inventory & Fixed Assets Verification & Process Automation

- Building comprehensive strategies and timetables for inventory/ FA verification Periodical managements counts
- Developing SOP's and RCM's & Conduct Trainings
- Implement BI software like Power BI and Tableau for advanced data analysis
- Monitoring KPI's & Critical Ratios
- Build Customized Reports & Management Dashboards
- Inventory & FA tagging/ bar coding

## 8 Financial Process Advisory & Automation

- Financial Statement Preparation including Consolidated/ Group accounts under IFRS/Ind AS/ US GAAP
- Accounting manual preparation and automation assistance
- Automation of Financial Statement preparation including disclosures under Ind AS/ IFRS through "MyFinalyst" Software\*
- Financial Statement Close Process (FSCP)
- Advising on setting up of BPO, KPO operations in India
- Functional support on ERP migration

\*MyFinalyst is a licensed product enabling FSCP and various accounting module like FA, Leases, Loan Management , ECL, EIR among others



# Client Testimonials

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With AAPL, we have found our experience enriching and we truly believe to be associated in the long run.

*-Mr. T R Srinivasan, Group CFO & Mr. Sivakumar Thiyagarajan, Financial Controller, TVS Automobile Solutions.*

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“

The team at AAPL is truly hard working and has always put the client relationship and trust above everything. Excellent service and results-oriented approach.

*-Mr. Sridharan N, CFO, Equitas Small Finance Bank.*

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“

Working together for so many years and on multiple assignments demonstrates the trust and confidence our management has on AAPL and their key members.

*-Mr. Raveendra Babu, MD & Mr. Rajesh KRN, CFO, Asirvad Micro Finance Limited.*

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“

The directors are truly knowledgeable and world class professionals. They consult impeccably to understand the requirements and bring relevant ideas and solutions to the table.

*-Mr. C V Ganesh, CFO & Mr. Sudeep Agrawal, Head – Finance & Treasury, Fedbank Financial Services Limited.*

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“

We highly recommend AAPL services to any organization seeking to engage a reliable, experienced and solution-oriented consulting company.

*-Mr. Balakrishnan V, CFO, KI Mobility Solutions (Part of TVS group).*

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“

We engaged AAPL for their unparalleled expertise in risk management, ECL and Ind AS accounting standard and we were thoroughly impressed.

*-Mr. Yogesh Udhoji, CFO, Muthoot Housing Finance Limited*

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# Key Clients



**MANAPPURAM**  
FINANCE LIMITED

Make Life Easy



**JOHN DEERE**

**HAP**

Hatsun Agro Product Limited



**muthoot**  
HOUSING FINANCE



**FEDBANK**  
FINANCIAL SERVICES LIMITED



**equitas**  
Small Finance Bank



**NORTHERN**  
ARC



**FIVE STAR**



**FOXCONN**



**CavinKare**  
Making Lives Happier



**TVS**



**BNP PARIBAS**



**Asirvad Microfinance**  
LTD




**Chola**  
Enter a better life




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