



CFS

Benefits Quantified



Shaping A Brighter Tomorrow

Our Mission

To empower aspiring entrepreneurs and business owners with customised and curated solutions to achieve their business goals through participative approach. Our objective is to deliver quantifiable benefits with collaborative wisdom

Our Vision

We envision a future where businesses thrive and evolve through a model of participative partnerships. CFS would be entrepreneurial catalysts driving change and redefining excellence in strategic partnerships.



" CFS @Glance ...The India Story "

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India is at an inflexion to touch the 5 trillion economy . Over the couple of decades, the government of India has stepped up initiatives to enable and achieve this objective . This in turn has provided opportunities for entrepreneurs and businesses. At CFS, our aim is to partner with aspiring entrepreneurs and key stakeholders by instilling confidence, guidance and timely interventions through a collective and collaborative approach to make their aspirations come true.

- **Benefits Quantified Through Collective
Wisdom**

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Our Journey

Is one where we have advised our clients on Strategic Initiatives, Capital Structuring, Capital Raise, Business Process Re-Engineering, Finance, Accounting & Taxation domains leading to over Rs. 5,000 Crs of funds raised and improvement of process efficacy for multiple clientele pan-India.

Dedication and Innovation

CFS, our story is a testament to unwavering dedication and a relentless pursuit. Established in 2016, we have seamlessly woven together over three decades of collective experience in the realms of financial services, real estate and in the management of small and medium enterprises. While our journey has been punctuated by significant milestones such as funds raised of over Rs. 5,000 Crores for our clients, advising our clients on multiple projects and equity fund raise and business process set ups improving their efficiency and scale up, it is fundamentally defined by our commitment to our clients.



Our Services

Explore our comprehensive suite of services, from investment banking to strategic consulting and virtual CFO support. Partner with us for tailored solutions that drive success

Investment Banking

Unlock financial potential with our tailored Investment Banking services.

- Pitch Book Preparation
- Financial Modelling
- Equity/ Seed/ Angel Fund Raise
- Debt Raise
- Structured Debt

Curated Consulting

Achieve sustainable growth through our curated consulting services

- Revenue Enhancement
- Cost Optimisation
- Go to Market Strategy
- Risk Management

Financial Advisory

Advising investors to achieve their financial goals with asset allocation planning and risk management to enable optimum returns at least risk. One stop shop for knowledge on financial products

CFO Services

Elevate your business with our CFO services offering

- Budgeting and Forecasting
- Treasury Management
- Regulatory Reporting
- Financial Analysis
- Investor Relations
- M&A Support

Support Services

Boost efficiency and compliance with our support services like:

- Secretarial
- Audit
- Valuation
- Due Diligence
- Incorporation
- Taxation and structuring
- Process set up and optimization
- Business Succession planning
- Credit Rating Advisory
- AIF Setup and process advisory



Our Approach



Customer Centricity

Putting clients first is our guiding principle. We tailor solutions to meet your unique needs, ensuring a personalized and impactful experience



Actionable Solutions

We go beyond recommendations, delivering practical solutions. Our strategies are designed for implementation, driving tangible results and measurable success.



Collaborative Approach

We believe in partnership. Our collaborative approach involves working closely with you to achieve shared goals, fostering innovation and lasting success

Leadership Team



Parthasarathy R

Senior Partner

Chartered Account with more than 3 decades of global experience across MENA & India in varied sectors including BFSI, Real Estate and Automobile. Specialises in the areas of Business Transformation, Financial Advisory & Strategic Consulting helping the client to scale up business with a quantifiable benefit to the bottomline. Also acts as advisor boards of various organisations



A Seetharaman

Senior Partner

Seetharaman comes with more than 2 decades of rich experience in the banking and financial service space. He has exposure in the areas of Strategy, Process & Change Management, Retail Distribution, Risk Management, Business Operations & Product Development. Prior to this assignment, Seetharaman worked with leading financial institutions.



Vijayalakshmi P S

Senior Partner

Experienced Chartered Accountant & Company Secretary with 20+ years in Finance, Accounting, Audit, Taxation and Secretarial domains. Specialized in Capital Raise, Business Planning and Financial Analysis with CFO roles in NBFCs and other corporates.

Consultants & Executives



Balaji Parthasarathy

Principal

Chartered Accountant with over a decade of experience in the financial services industry who started career as rating analyst at Crisil (an S&P company) and evolved to roles of CFO for NBFCs. Last role was at Anicut Capital (>5 years), Private Credit fund leading investments in private credit, managing ~3K Crs of Investments across tenor



R Arun

Consultant - Assurance and advisory services

A Qualified Chartered Accountant with around 14 years of post-qualification and an overall 2 decades of experience in Taxation, Assurance and Accounting Proficient in Direct Tax Law and handy exposure in handling tax issues and litigations of varied sectors



Ravishankar

Senior Advisor - Compliances

Brings extensive expertise in RBI regulations, IND AS for NBFCs, taxation, and compliance. He has worked with leading groups including Sanmar, Shriram, and Saud Bhawan, driving robust financial governance and risk management.



Uthra K

Senior Advisor, Real Estate

A Chartered Accountant with over 30 years in housing and mortgage finance, Uthra led project finance operations as Regional Head at LIC Housing Finance Ltd. She brings deep expertise in developer lending, credit appraisal, and regulatory compliance, with a strong focus on governance and risk management.

Consultants & Executives



Harish Varadharjan

Consultant - Strategy

A Qualified Chartered Account having ~ a decade of experience first with a top tier strategy consulting firm (Boston Consulting Group) across India, UAE, Kuwait and Saudi Arabia with experience across operations & strategy, and then in scaling up start ups in UAE and Netherlands in the agri-tech space.



V Gopalakrishnan

Senior Advisor - Business and Strategy

Senior Level Chartered Accountant with 32 years of experience a well diversified TVS group (\$8 billion company). Worked across NBFCs, manufacturing, software and others in TVS Group. Has experience in handling Fund Raising, Strategic Planning & Analysis, Turnarounds, Lending, portfolio management and business operations

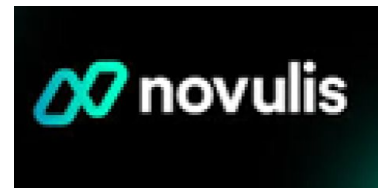


Ganesh Anandanarayanan

Advisor - Wealth

Qualified Cost and Management Accountant with a decade of professional experience across Equity Research, Wealth Management and FP&A. Last role was as part of the Investment Team (Product & Strategy - PMS) of a boutique Investment Management firm with a PMS Asset base of over ₹ 2,500 Crores.

Our Clientele





Contact us

Have questions or want to explore how we can assist you? Reach out to us today. We're here to help and eager to connect



Address

Flat-16, RMS Apartment,
3rd Floor, Gopalakrishnan Street,
T Nagar, Chennai - 600017



Email Address

info@cfsindia.com



Talk to us

+91 97898 99965