



CREDEB

COMPLIANCE | RISK ADVISORY | VIRTUAL CFO

CREDEB ADVISORS LLP

FIRM PROFILE

<https://www.credbadvisors.com/>

Introduction

VISION

Fueling startup success with cutting-edge support, forging transformative partnerships for tomorrow's business leaders

MISSION

Empower startups and businesses with tailored manpower, financial guidance, and valuation services for dynamic marketplace success

CREDEB Advisors offers tailored consultancy for startups and businesses, including Company Formation, expertise in manpower solutions, Virtual CFO support, and startup valuation.

The company was founded with the sole motive of providing professional and honest services to its **valued customers**, **emphasizing integrity** and excellence in all endeavors

The team members have extensive prior experience working with "**Big 4 Accounting & Auditing Firms**", leading consultancy firms, and multinational companies

The unique approach aids enterprises in exploring extraordinary opportunities, managing and **sustaining growth**, and **maximizing revenue**.



Key Services



VCFO and Accounting Advisory

Ensures precise monthly book closing, strategic budgeting, efficient cash flow management, and insightful KPI analysis for informed decision-making.

Transaction Support

Facilitating fund raises, constructing robust valuation models, crafting compelling pitch decks, and conducting thorough due diligence processes

Internal Control Review

Focus on conducting internal audits, establishing standard operating procedures (SOPs), and ensuring internal financial control over financial reporting (ICFR)

Compliances and Tax

Obtain legal guidance to navigate regulatory requirements effectively and ensure adherence to taxes like income tax, GST, and corporate tax.

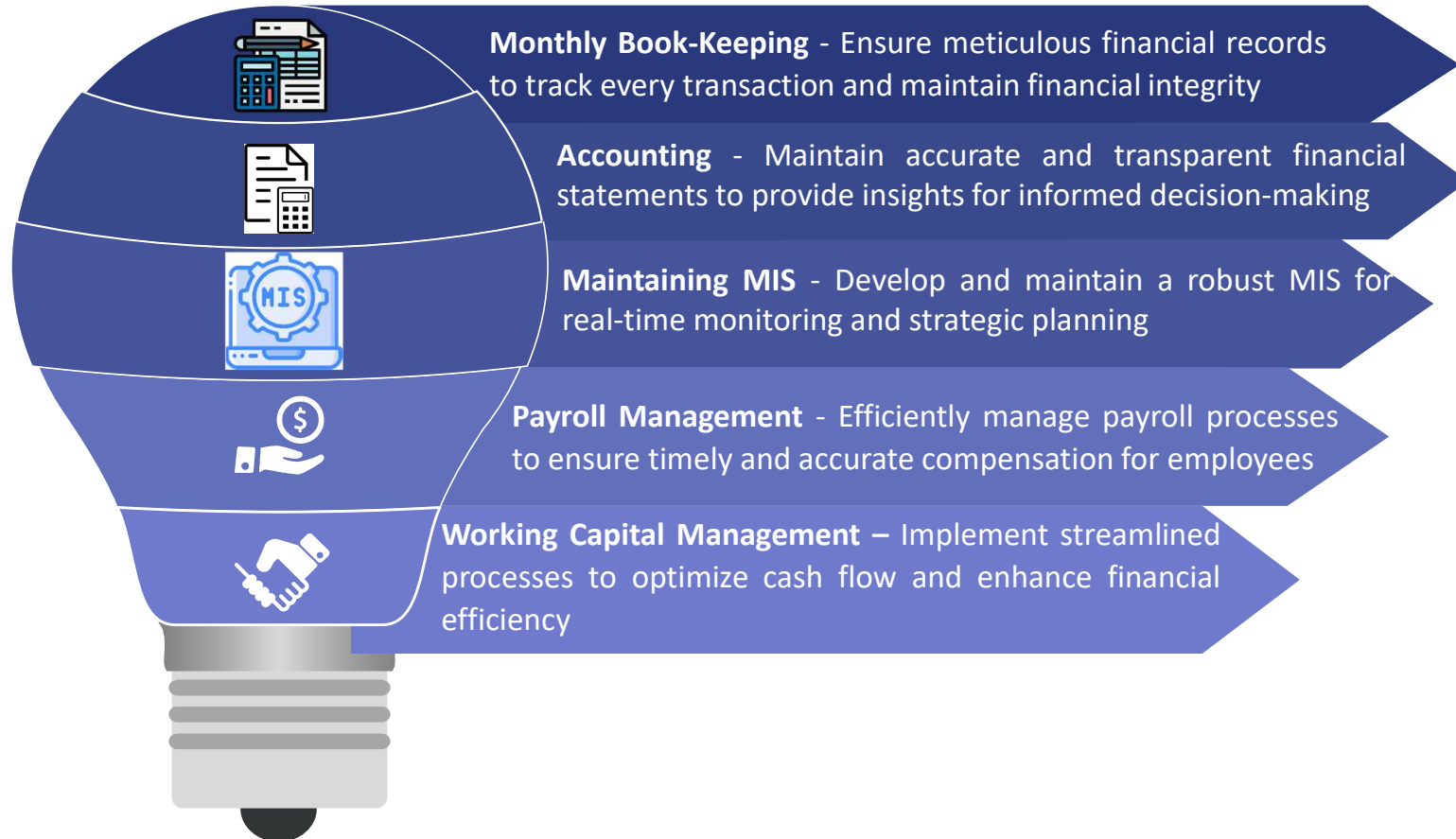
Manpower Solutions

Offer contract-based staffing and recruitment services to address workforce needs efficiently and effectively

Overseas Accounting Services

Optimize accounting processes for international companies ensuring efficiency and compliance.

VCFO and Accounting Advisory



Transaction Support



Fund Raise

Facilitate successful fund raises, encompassing both equity and debt financing, to fuel company's growth trajectory

01



Valuation Model

Develop robust valuation models to accurately assess the worth of business and its assets, ensuring informed decision-making

02



Financial Position Review

Provide comprehensive reviews of financial position, offering invaluable insights to enhance strategic planning and decision-making

03



Pitch Deck

Craft compelling pitch decks that captivate investors, effectively communicating vision, value proposition, and growth potential

04



Due Diligence

Conduct thorough due diligence processes to mitigate risks, safeguarding interests and optimizing deal outcomes

05

Internal Control Review

Internal Control Over Financial Reporting

Implement robust internal financial controls to safeguard reporting accuracy and integrity

Internal Audit

Execute rigorous internal audits to ensure compliance and efficiency



Standard Operating Procedures

Conduct thorough SOPs walkthroughs and process reviews. Preparation of precise policies and SOPs, securing process owner sign-off

ICFR Testing

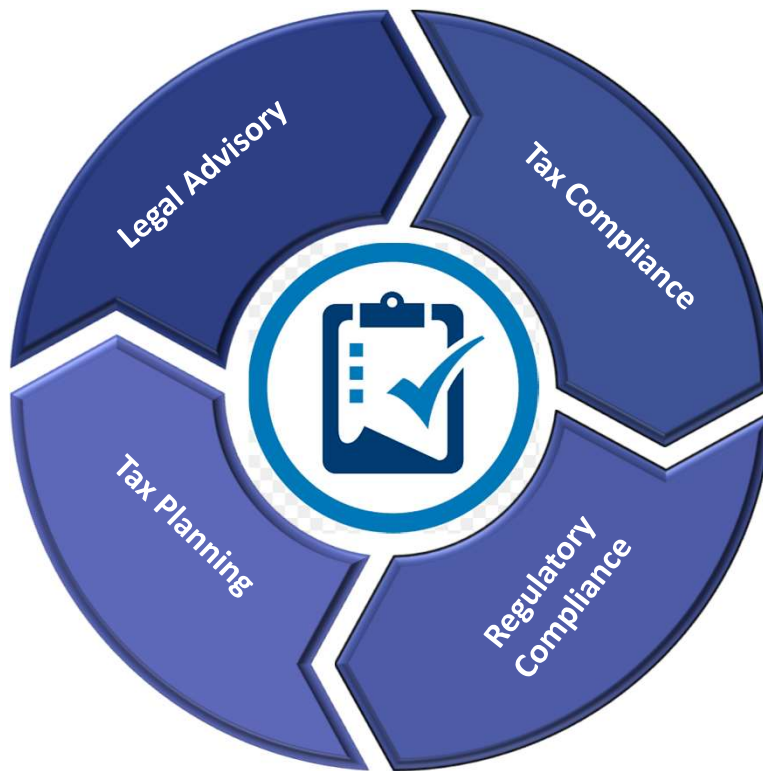
Incorporating controls aligned with current processes, ICFR testing integrates both preventive and detective measures



Understanding existing Process

AS IS understanding of existing processes from process and control owners and documenting their feedback

Compliances



Navigate legal complexities with confidence, ensuring compliance and minimizing risks with expert guidance



Ensure adherence to GST, Corporate tax, Income tax, and other regulatory requirements for maximum efficiency and savings



Proactively manage regulatory requirements, safeguarding your business integrity and reputation



Strategize and execute tax plans tailored to business goals, minimizing liabilities and maximizing financial outcomes

Manpower Solutions



Contract Based Staff

Offers flexible staffing levels without full-time commitments.

Recruitment Services

Access to qualified candidates, saving recruitment time and costs.



Additional Service

Comprehensive Training and Orientation for essential soft skills and software proficiency.

Credeb's Expertise in manpower hiring ensures the right talent to drive success.

Unlock growth potential through strategic outsourcing, access global talent for local impact to empower businesses to focus on core competencies and achieve sustainable growth by optimizing resources and streamlining processes

Talent Acquisition and Development Framework

Identify vacancy requirement

Initial screening and shortlisting

Final interview & assessment

Offer and onboarding successful candidate

Source potential candidates

Skill assessment and evaluation

Reference checks and verification



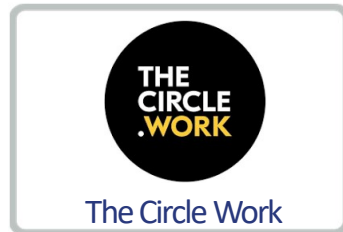
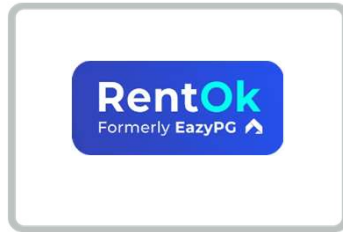
Offshore Accounting Services



Offerings



Clients



Meet the Core Team

TEAM PROFILE



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Station, Sector 29, Gurgaon
Haryana 122003

CA JATIN KAPOOR

Designated Partner

About Me

A seasoned professional with 15 years of experience in Business Transformation, Transaction Advisory, and Virtual CFO.

Education

2005-Master Degree

2009 The Institute of Chartered Accountants of India

2005-Bachelor Degree

2008 Sri Venkateshwara College, Delhi University

Professional Skills

FUND RAISE

VIRTUAL CFO

RISK ADVISORY

COMPLIANCE ADVISORY

STRATEGIC ADVISORY

BUSINESS ADVISORY



Work Experience

- 2018 **PROTIVITY CONSULTING (SAUDI)**
- 2017 **BHARTI AIRTEL (AFRICA)**
- 2012 **CREDIT SUISSE (MUMBAI)**
- 2010 **ERNST & YOUNG (GURGAON)**

Achievements

- 2020- **Successful Transaction Closure**
- 2023 **Fund Raise and Strategic Advisory to more than 25 Start ups**
- 2018 – **VCFO in more than 50 Startups**
- 2023 **From Setting up to Growth level**

TEAM PROFILE



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CA ANKIT MATHUR

Designated Partner

About Me

Possessing over 10 years of work experience in Corporate Finance and Financial Accounting, Business Planning and Financial management

Education

2007-Graduation

2011 The Institute of Chartered Accountants of India

Professional Skills

Strategic Planning

Financial Accounting

Financial Analysis

Business Planning

Financial Management

Project Estimation



COMPLIANCE | RISK ADVISORY | VIRTUAL CFO

Work Experience

Present Credeb Advisors LLP

2015 Deloitte (GURGAON)

Achievements

Achievements

2020- **Successful Transaction Closure**

2023 Fund Raise and Strategic Advisory to more than 20 Start ups

2018 – **Lending Advisory in Real Estate**

2023 Worked in various re structuring across real estate

TEAM PROFILE



EMAIL

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KRITI PAREEK

Designated Partner

About Me

A versatile professional at launching startups, spearheading finance transformations, and offering strategic business advisory with a rich background in various industries, I excel in turning challenges into opportunities for businesses

Education

2019- Master Degree

2021 ICFAI Business School

2015- Bachelor Degree

2018 SVKMs Usha Pravin Gandhi College, Mumbai University

Professional Skills

FUND RAISE

VIRTUAL CFO

RISK ADVISORY

PROJECT MANAGEMENT

STRATEGIC ADVISORY

BUSINESS ADVISORY



Work Experience

2020 CREDEB ADVISORS LLP

2019 HEM SECURITIES

2017 PEARL MEDIA COMMUNICATION

2016 FERRISWHEEL ENTERTAINMENT

Achievements

2020- Successful Business Launches

2023 Assistance in launching vertical business segments of Cars24

2018 – Risk Advisory to MSME Company's

2023 Identifying risk, setting process and mitigating risks

TEAM PROFILE



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CA RIYA MANOCHA

Partner

About Me

A seasoned professional with 9 years of experience in leading finance transformations, providing Financial Planning & Analysis and Tax Planning Strategy

Education

2011- Master Degree

2018 The Institute of Chartered Accountants of India

2012- Bachelor Degree

2015 Kurukshetra University

Professional Skills

Management Reporting

Financial Planning and Analysis

Accounts Receivable

US Accounting Analyst

US Tax Resolutions

BUSINESS ADVISORY

Work Experience

Present **CREDEB ADVISORS LLP**

2021 **Pristyn Care**

2019 **Narayana Health**

Achievements

2015- **Successful Business Launches**

2016 Assistance in launching vertical business segments of Cars24



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TEAM PROFILES



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CA CHINKY KINDRA

Associate Director

About Me

A professional with almost 10 years of experience in diversified roles including reporting, corporate finance and compliances.

Education

- 2007- **Master Degree**
2013 The Institute of Chartered Accountants of India
-
- 2007- **Bachelor Degree**
2009 Kalindi College, Delhi University

Professional Skills

DUE DILIGENCE

STRATEGIC ADVISORY

RISK ADVISORY

PROJECT MANAGEMENT

COMPLIANCE MANAGEMENT

VIRTUAL CFO



Work Experience

- 2019-2023 Great Learning Education Services Pvt Ltd
-
- 2014-2019 Delhivery Private Limited

Achievements

- 2014-2024 Risk advisory and successful implementation of SOPs for financial processes.
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- 2014-2023 ERP implementations and data migration.



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COMPLIANCE | RISK ADVISORY | VIRTUAL CFO

Contact Us



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