



HelloCFO

**Finance is more than just numbers &
We understand that!**

Introductory and Capability Statement



HelloCFO

About Us

Key Problems hindering Business Growth



Time-Consuming Operational Tasks

Operational tasks like AP, AR, invoicing, etc. diverts focus from strategic growth



Cash-flow Management

Poor cash flow forecasting and management often lead to liquidity crunches



Compliance & Secretarial Challenges

Income Tax, GST, TDS, and RoC compliances can be tedious and time-consuming



Lack of Financial Acumen

Difficulty in financial & operational analysis, KPI interpretation, and data-driven decisions



Scalability & Fundraising Issues

Challenges in securing adequate funding and scale operations



Gaps in Financial Reporting

Companies struggles in financial reporting, monthly MIS and financial projections

Startups face various challenges, driving the demand for Virtual CFO services

How does Virtual CFO services help?



Helps you with flexible engagement models tailored to your business needs

Start-ups Failure due to Operational Inefficiencies



Business Failure due to Poor Cashflow Management



Virtual CFO services helps in managing day-to-day financial problems to help businesses focus on growth

Time-Consuming Operational Tasks

Cash-flow & Compliance Challenges

Lack of Financial acumen

Scalability Issues



Virtual CFO Services



Streamlined Financial Operations

Customized Reports for Cashflow Monitoring

Strategic Guidance & Cost-effective Services

About HelloCFO

HelloCFO is a Financial and Business Advisory Consultancy firm set up in 2017. We are a team of well qualified Chartered Accountants, Company Secretaries & Lawyers providing financial & Legal Advisory services under one roof.

Our aim is to assist entrepreneurs across India to set up & run their businesses effectively without any worry of financial, legal & secretarial compliance. We provide end to end services starting from company incorporation to compliance management, fundraising and due-diligence services.



Why HelloCFO?

Trusted business partner, understanding business priorities from founder's mindset



 Successfully assisted over 50+ startups with financial and secretarial solutions.

 Our in-house expert panel, comprising of seasoned CAs, CSs, and business professionals, ensures you receive well-round solutions.

 Offers all services under one umbrella from incorporation to compliance and fundraising process.

 Delivering budget-friendly solutions with optimized resources while ensuring top-quality service

Technology used by us



We have Partnered with....



klub



HelloCFO

Team

Founders' Profile



CA Kushal Aggarwal

- Kushal has over 12+ of experience in finance, strategy, and business intelligence and has expertise in financial planning, M&A, procurement, analytics, and offline expansion.
- He serves as Group CFO for Bella Vita, GNC, Bevzilla, BetterAlt, Thrive and Guardian Group.
- He has played a pivotal role in growth for various D2C startups, including Bella Vita's unicorn journey with expertise in D2C Finance and Strategy.



CA Aman Kumar

- Aman has over 12+ years years with expertise in area of financial reporting, taxation, transaction structuring, internal control management.
- He has engaged with various corporate giants, startups and PSUs for providing Financial Reporting, Virtual CFO and other related services.
- He is well-versed with the industry working culture and startup ecosystem, already advising multiple start-ups representing various industries.

Core Team



**CA Satuti
Dalmia**

Manager

Qualified Chartered Accountant skilled in Indirect Taxation, Direct Taxation, Statutory Audit, International Taxation and Due Diligence.



**CS Juhi
Singh**

Secretarial Head

Qualified Company secretary skilled in Due Diligence and all type of secretarial activities relating to Company Law and other relevant statutes.



**CA Payal
Mangal**

Manager

Qualified Chartered Accountant skilled in Indirect Taxation, Direct Taxation, Statutory Audit, International Taxation and Due Diligence.



**CA Anshul
Kumar Singhal**

Senior Advisor

Seasoned professional in Corporate Tax and Transfer Pricing arena with around 20+ years of experience.



**Adv. Kashish
Gupta**

Advisor

Seasoned tax and legal expert with 10+ years of experience in indirect taxation, advising multinational corporations and PSUs.



Isha Garg

Manager

Qualified as MBA, skilled in Team Management, Direct Taxation and Management Information System (MIS).



HelloCFO

Our Offerings

We help our clients with...



Virtual CFO Services



Key Metric Assessment

Evaluating indicators such as CM-1, CM-2, and RoAS to provide strategic insights and enhance financial performance and operational efficiency.



MIS Reporting and Analytics

Providing real-time financial insights, including metrics like cash runway, cash burn, and unit economics, to track performance



Budgeting and Cash Flow Management

We help startups manage cash flow and control their cash burn to avoid potential financial disasters.



Effective Financial Planning

We provide effective financial planning to allocate resources and meet financial goals.

Accounting Advisory Services



Maintaining accurate financial records, managing transactions, and preparing financial statements to ensure compliance and support informed business decisions.

Managing statutory accounting and bookkeeping compliances like TDS, ESIC, etc. in today's highly complex economic and regulatory environment

Maintaining detailed financial statements, including balance sheets and profit & loss statements, to provide a clear picture of the company's financial health and performance.

Examining financial records and processes to ensure accuracy, compliance, and integrity, providing stakeholders with confidence in the financial statements

Valuations and Strategic Advisory Services

Due-Diligence

Assisting clients to evaluate their potential investments and acquisitions by thoroughly reviewing financial, legal and operational aspects

Legal Structuring

Organizing a business's legal framework to optimize tax efficiency, limit liability, and ensure regulatory compliance.

Transaction Advisory

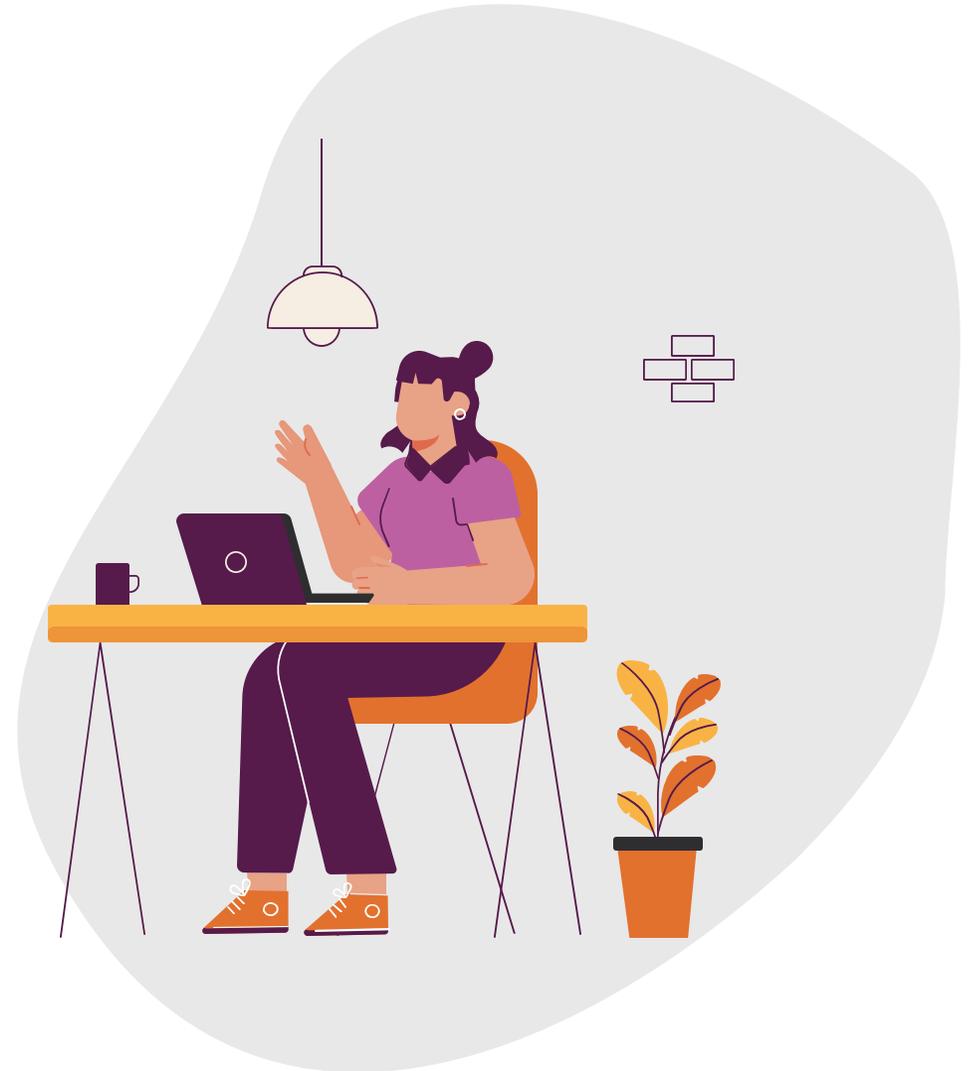
Providing expert guidance on mergers, acquisitions, divestitures, and other financial transactions to maximize value and minimize risks.

Valuations Advisory

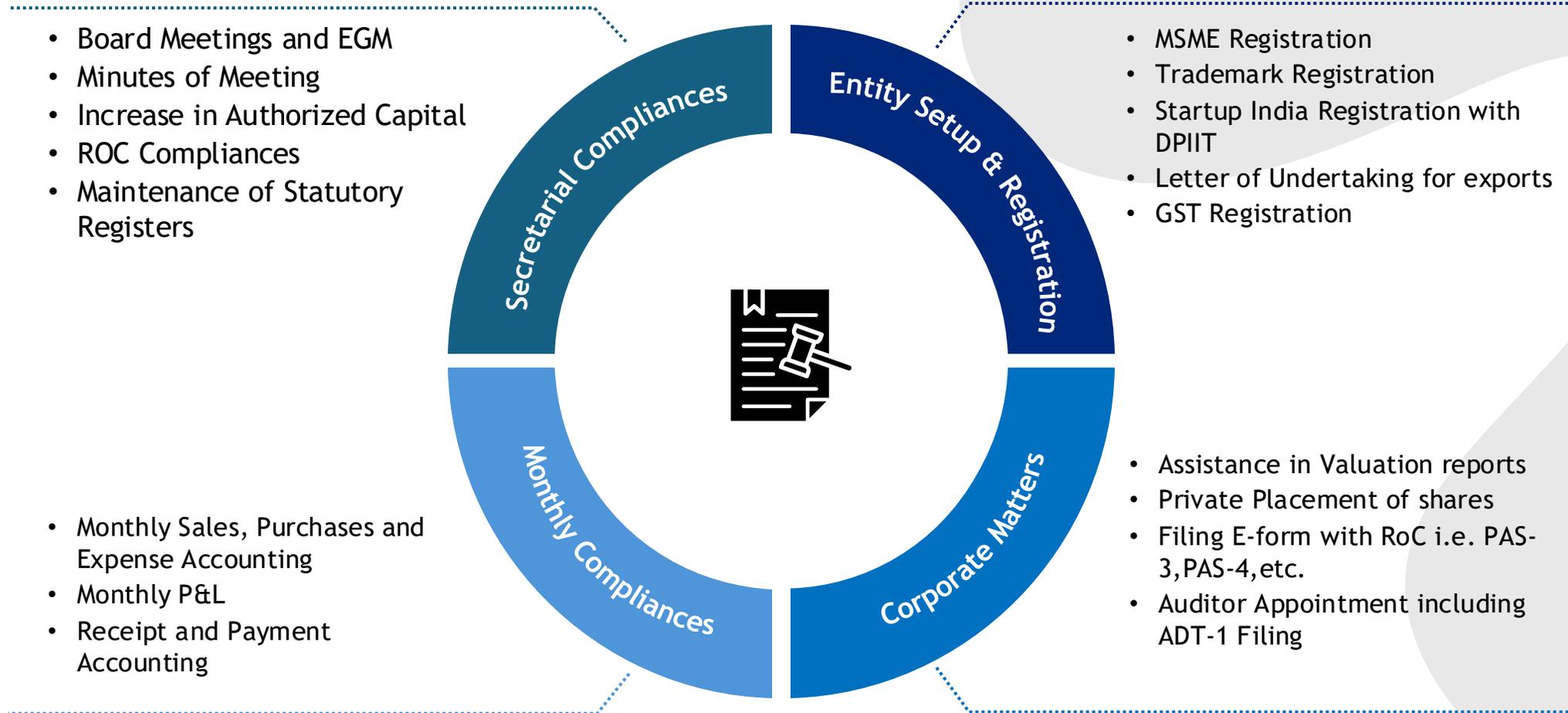
Providing expert analysis of a company's assets, financial performance, and market position to understand true underlying value of the business.

Fund-raising

Involves developing and executing strategies to secure capital from investors, lenders, or other sources to support business growth and strategic initiatives.



Legal & Compliances Advisory



Taxation Advisory Services



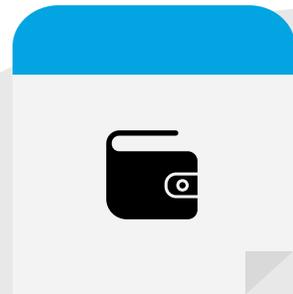
Income Tax

Includes calculating advance tax liabilities, TDS Computation determining overall income tax obligations, and computing employee tax withholdings to ensure timely and accurate tax compliance



Tax Planning

Involves strategizing financial activities to minimize tax liabilities and maximize benefits for individuals and businesses, ensuring compliance while optimizing overall tax efficiency.



GST Advisory

Includes GST computation ,TDS & TCS credit availment and GST refund & drawback

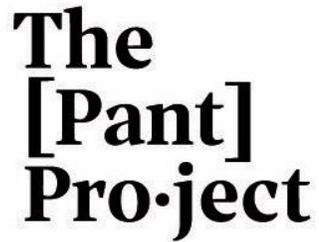




HelloCFO

Our Portfolio

We have successfully served...



Our team has successfully worked with...





Thank You!

**Onboard us & leave all your worries around
Finance, Compliance & Cash Flows!**

For queries regarding our services, please [reach out to us on www.hellocfo.in](http://www.hellocfo.in)

HelloCFO

350, Tower B2, Spaze I-Tech Park, Sector-49,
Gurugram 122018, Haryana

Phone : +91 9971014032

Landline : 0124-4075708

**Email : aman.goyal@hellocfo.in ,
: [Hello@hellocfo.in](mailto>Hello@hellocfo.in)**



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