

# SUPER CFO

**B**hairav Kothari recipient of the Special Recognition & Appreciation Award from ICAI (2015) and the Best Young Entrepreneur Award in Financial Service Sector (2010), has rich experience of over 18 years as a finance professional which includes public company listings, (IPO), debt syndication, private equity financing, mergers & acquisitions, cross border accounting (including IFRS & US GAAP), implementation of cost controls and setting up of robust MIS systems. Bhairav has also successfully implemented corporate restructuring events involving international jurisdictions; encompassing taxation, corporate law and foreign exchange regulations. After completing his graduation in Commerce with specialization in Computers & Statistics, he completed his Chartered Accountancy (CA), securing a rank in the foundation course. He also holds a Diploma in Business Finance from the Institute of Chartered Financial Analysts, India.

His company SuperCFO specializes in Freelance, Virtual, Outsourced, Interim, Special Purposes and Full Time CFO Solutions. SuperCFO closely works with several Private Equity funds in assisting their portfolio companies with smart CFO solutions. Established in 2008, SuperCFO is the pioneer of this concept of CFO Solutions in India. At SuperCFO, team provides high quality CFO Solutions to growing companies; right from their incubation days until they become a large Public Company. Incidentally, his company recently won the Freelance CFO firm of the year award from Finance Monthly magazine, UK. It is the only Indian company to have also been voted amongst the best finance firms across the World. Target Audience : PE Funded Companies, Growth Companies, Multinationals (MNC), Medium to Large Companies. In conversation with ADC, he reveals how the changing dynamics of businesses creates opportunities for them to grow rapidly

## What drives you?

The pleasure of working with diverse clients, with new challenges, everyday.

## How big is the potential for a business like yours? Any major customers that you now cater to? What kind of numbers do you expect from a business like yours? Any statistics to compare with international standards?

There are about 50 million SME's in India. All of them would need some form of CFO service – be it for one time budgeting / forecasting, or for finance health check, or financial benchmarking or raising funds or putting in place systems, process, controls, etc. But even if we assume that only 10% of them would really need the services, it still is a very large number. And then there are few larger companies who also need our services. So the opportunity is very big.

Some of our key clients at this point are: BMI Group (licensee's of French Connection (FCUK), T.M. Lewin, Original Penguin, etc.), Kalpakaaru, Kae Capital, Inscript, Iksula, Impact Measurement, Matrix Partners, WiseWire, Teletax, etc. This is a very niche solutions space. Not many direct comparables. But the potential is to become as large as say for example a McKinsey or a BCG, in CFO Solutions space.

## How do you plan to scale up; raise funds through seed or venture capital or simply grow the old fashioned way through rising turnovers?

We might look at raising PE/VC funds at a later stage. For now, we have adequate capital to grow the business and to fuel its growth. I am currently focussing on bringing on board self motivated and entrepreneurial CFOs to join as Partners.

## Who would primarily be your consumer audience?

- For Virtual CFO Solution: Startup's and SME's
- For Interim CFO Solution: Mid to Large Companies
- For Full Time CFO Solutions: Any growth Company

## Where do you see yourself five years down the road?

A highly respected global name for CFO Solutions, with presence across all major cities in India and key international jurisdictions.

### Bhairav Kothari,

MD & leading CFO,  
SuperCFO Services  
Pvt. Ltd.

