

# THE MONETA DAILY

Think. Invest. Win.

## The SuperCFO Challenge at Moneta-2011.

The 2<sup>nd</sup> round of the super CFO challenge was a blast!

The round started with an introductory speech by one of the hosts, Ms. Disha Sanghrajka. With a warm welcome, she introduced the judges.

**Mr. Bhairav Kothari** - Managing Director at SuperCFO

Mr. Bhairav Kothari has also been the recipient of the best young entrepreneur award. He has a rich experience of over 16 years as a finance professional. His specialty includes IPO, debt syndication, private equity financing, mergers and acquisitions, etc.

**Ms. Sucheta Damle**-CFO partner at SuperCFO

Ms. Sucheta Damle has around 24 years of extensive experience in both strategic and operational areas like business planning, business valuation, due diligence, financial and management accounting, etc.

Most importantly, they both are ex-Podarites!

**Mr. Kothari** addressed the participants in a very fashionable way, a Podarite that he is! He quoted-“a CFO is like SUPERMAN.” He has to perform dual roles, viz.

1. That of a dull, specs wearing guy who keeps an eye over everything in normal times, but
2. A superhero and a savior in times of need.

Similarly, a CFO has to perform both the duties of :

1. Seeing to it that the funds of the company are directed in the right and the best way.
2. Saving the company in case of a calamity like low profitability, restructuring the company if it is going into losses and ensuring optimum utilization of resources.

The round started on time and only 8 participants amongst from the previous round were allowed to see themselves through in the semis. The participants were given 3 practical and real participants were given 3 practical and real-life case studies and they were expected to solve them in a given point of time.

IN THE FINAL ROUND,

The qualifiers will be given financials of a reputed company (name withheld on request) and they are expected to analyze the same and advise on

How to restructure operations  
Improve profitability of the company  
Improve operational efficiency and  
Suggest measures for optimum utilization of resource

The SuperCFO Challenge is primarily looking for a unique and innovative CFO who can handle pressure and give the best results even under constant pressure!

Qualifier Kalyani Khona from H.R College, Bombay said - “the standards of Moneta are really very high. Although I am well acquainted with financial management, the queries raised at Moneta are of an extraordinarily standard, but I still like it! The questions cover the entire global scenario, right from Enron to Apple!”

By Chinmay Padhye



**Mr. Bhairav Kothari, MD of Super CFO at the event.**