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HOMEPAGE

**Banners:**

1. Welcome to Growth Sarathi - your trusted partner for international trade facilitation. Our mission is to help businesses of all sizes to grow and expand their operations across borders.
2. We specialize in providing a wide range of services that are designed to promote operational excellence, financial excellence, and business growth.
3. Explore our website to learn more about our services and how we can help you achieve your business goals.

Professional Services

OPERATIONAL EXCELLENCE

* At Growth Sarathi, we provide businesses with the tools and expertise needed to achieve operational excellence. Our team of experts will work closely with you to identify areas of improvement and create a tailored plan to increase efficiency, productivity, and profitability. **[Read More]**

MARKETING SERVICES

* We provide Integrated Marketing Communications solutions for all of your brand's demands, providing a comprehensive holistic approach to your main objectives. We collaborate with you as partners, providing succinct answers to whichever stage your brand is at. From market entrance to thought leadership via content, media relations, and branding. **[Read More]**

CONSULTING

* We offer comprehensive franchise consulting, intellectual property rights, financial excellence services to help businesses successfully establish and grow. **[Read More]**

FUND RAISING

* Growth Sarathi helps businesses choose the right mix of financing options to raise funds for their growth plans. **[Read More]**

OUR CLIENTS

(Take clients logo from the Growth Sarathi profile PDF.) (Image Gallery)

HOW CAN WE HELP?

Growth Sarathi assists firms with strategy by giving them an operational road map to follow. We are aware of the numerous difficulties that businesses face in the hectic and cutthroat environment of today. We are aware of it since we assist many of our business partners in growing their operations abroad. We support mid-segment businesses all around the world in expanding their opportunities for bilateral commerce. We provide firms with a full-circle solution. In our clients' enterprises, we bring about good, long-lasting transformation. **[Read More]**

Get In Touch With Us

(Contact form- CTA)

ABOUT US

We are a passionate team of professionals like CAs, CSs, Advocates, PR & Marketing Expert, Entrepreneurs, Retired Bureaucrats, ex-Bankers, and CXOs of MNCs united to catalyse growth minded organisations towards industry leadership.

We do connect dots for growth, work passionately and united to focus on end-results. Our such style makes us trustworthy and motivates us towards excellence in international trade and affiliation.

VISION

Catalyse growth minded organisations towards Industry leadership

VALUE

* Ethics
* Honesty
* Passionate
* Connecting Dots
* Trust Excellence

MISSION

Facilitate International Trade to contribute vital share in global GDP

OUR TEAM

CHIRAG KHIMANI - Chief Mentor

* Liasioning
* Fund Raising
* Distribution Channel
* International Trade Facilitation

ANINDITA GUPTA - PR & MARKETING SPECIALIST

* Advertising
* Brand Management
* Public Relation Services
* Social Medial & Digital
* Marketing
* Corporate Connection

DHAVAL SONANI - CHARTERED ACCOUNTANT

* International Taxation
* Domestic Taxation
* Audit & Assurance
* ROC

SANDIP DOBARIYA - ENERGY SCIENCE SPECIALIST

* Sourcing
* Govt. Liasioning
* Distribution Channel

MAHENDRA KOTADIYA - CHARTERED ACCOUNTANT

* Outsourcing
* GST
* Franchise Modeling

Adv. Cs. Kunal Sarpal - Legal Expert, Insolvency Professional

* Corporate Laws
* Intellectual Property Laws

VIPUL GOTHADIYA - CHARTERED ACCOUNTANT

* Debt Syndication
* Licencing
* Sourcing

SUDHIR KULKARNI- INDUSTRY VETERAN

* Business Design
* Fund Raising
* Goals & OKRs
* Founder's Growth
* Stakeholder Experience

CONSULTING

We offer comprehensive franchise consulting, intellectual property rights, financial excellence services to help businesses successfully establish and grow.

# FRANCHISE CONSULTING

We offer comprehensive franchise consulting services to help businesses successfully establish and grow their franchises. Our services include:

**Right Model:** We will work with you to develop the right franchise model that is tailored to your business and target audience.

**Legal Drafting:** We will provide legal drafting services to ensure that your franchise agreement is legally compliant and protects your business interests.

**Systems & Processes:** We will help you develop and implement efficient systems and processes to streamline your franchise operations.

**Revenue & Profit Modelling:** Our team will help you create a revenue and profit model that is based on accurate financial data and market research.

**Vendor Strategies:** We will work with you to develop a vendor strategy that is aligned with your business goals and objectives.

**Brand Strategies:** We will help you develop and implement a brand strategy that will help you establish a strong brand presence in your target market.

# INTELLECTUAL PROPERTY RIGHTS (IPR)

We offer a range of intellectual property rights services to help businesses protect their valuable intellectual property assets. Our services include:

**Intellectual Property Laws:** Our team of experts will work closely with you to ensure that your intellectual property is protected by local and international laws.

**Trademarks:** We will help you register your trademarks and monitor your trademark portfolio to ensure that your intellectual property is protected.

**Copyright:** We will help you protect your copyrights by registering them with the appropriate authorities and monitoring for potential infringement.

**Patents:** Our team will work with you to file patent applications and protect your inventions and innovations.

**Design:** We will help you protect your industrial designs and ensure that they are compliant with local and international laws.

# OUTSOURCING (KPO)

Our outsourcing services are designed to help businesses reduce costs, increase efficiency, and focus on their core competencies. We offer a range of outsourcing services, including bookkeeping for CPA firms, to help you achieve your business goals.

**Bank Reconciliation:** Our services will provide you with the practice of reconciling your company's records with its bank statements to make sure all transactions are accounted for. It’s a helpful way to keep precise records of your bank transactions.

**Month-End Review:** Our team will work with you for all the cleared checks, payments, deposits, and credits that are found during the month's end review. Additionally, which will also display the total number of unreconciled transactions, the date through which they are reconciled, and all the client's accounts.

**Payroll Management:** Our payroll management will assist you with the financial record of an employee's wages, including salary, bonus, net pay, and deductions. It will be a process of administration of your company’s financial data.

**Management Report:** We will be collecting reports on your business containing data from overall departments to help you track the performance of your company.

**Virtual CFO Services:** A Chief Financial Officer (CFO) is a senior member of an organization's management team who is in charge of overseeing the company's finances, managing financial risk, producing financial reports, making strategic decisions, coaching/mentoring startups, and MSMEs. He is directly answerable to the stakeholders of the organization. A virtual CFO can advise you on cutting-edge strategies to increase the profitability of your organization and accomplish your business objectives.

**Bookkeeping Services:** Our bookkeeping service offers a three-tiered strategy for creating and sustaining the overall financial management and processes of your business. Establishing your accounting data file, keeping a system of checks and balances in place inside your company, keeping track of your payables and receivables, and preserving a record of all your financial transactions.

**Payables Management:** We will be assisting you with the operational procedures in the most efficient management of the entity's payable obligations. Helping with the sum that your organization will be paying to the suppliers or vendors on the account of goods and services.

**Cash Flow and Budgeting:** Estimating your cash flow over a specific period of time, including the calculation of cash receipts and cash expenditures that are predicted to happen.

**Receivables Management:** Keeping track of credit buying of your customers in the company, including credit policy, settlement terms, follow-up correspondences, and collection of payment.

**Bookkeeping for CPA Firms:** Our bookkeeping services are designed to help CPA firms reduce their workload and increase their productivity. We will work closely with you to ensure that your books are accurate and up to date.

# FINANCIAL EXCELLENCE

Our Financial Excellence services are designed to help businesses optimize their financial operations, maximize revenue, and minimize costs. We offer a range of financial services, including income tax and due diligence, to help you achieve your financial goals.

**GST**: Our services are designed to provide you with GST services which include Value Added Tax, Excise Duty and others. GST is imposed on the supply of certain goods and services. Additionally, IGST (Integrated Goods and Services Tax) is applicable on imported goods and services along with custom duty charges.

**TDS**: We have you with your TDS or tax deducted at source, which is an income tax that is subtracted from payments made at the time of specific transactions, such as rent, commission, professional fees, salary, interest, etc. The Government of India levied TDS to accumulate taxes at the source of income.

**ROC**: Registrar of Companies is an office operating under the Ministry of Corporate Affairs. Under Section 609 of the Companies Act, the ROC has a primary responsibility of registering companies and LLPs established under Section 609 of the Companies Act. When establishing a company in India, international businesses must abide by the laws and regulations outlined by the Companies Act of 2013, the Companies (Registration of International Companies) Rules of 2014, the RBI guidance, and FEMA.

We guide you through your ROC steps and help you establish your company in the Indian Market.

**Income Tax:** Our income tax services are designed to help businesses navigate the complex world of taxation. Our team of experts will work closely with you to ensure that your tax returns are accurate and compliant with local laws and regulations.

**Due Diligence:** Our due diligence services are designed to help businesses minimize risk and make informed business decisions. We will work closely with you to identify potential risks and provide recommendations to mitigate them.

**Audit & Assurance:** Providing audit & assurance services with helpful suggestions for smooth operations, offering financial guidance and acting as a trusted advisor for clients to achieve their objectives, control their expenses and improve their performance.

# Virtual CFO

A Virtual CFO can provide the financial expertise and guidance that growing businesses need without the overhead cost of hiring a full-time CFO. At Growth Sarathi, our Virtual CFO services help you in optimizing financial performance and implementing best practices. Our services include:

**Financial Health Check-up:** Our team of financial experts conducts a comprehensive financial health check-up to identify potential areas of improvement in your financial systems and processes. We provide a detailed report that includes actionable recommendations.

**Profitability & Costing Analysis:** We analyse your business operations and provide you with insights to improve profitability and cost-effectiveness. Our services include product costing, pricing strategies, cost optimization, and cost accounting.

**Advice & Execution Plan:** Based on our analysis, we provide you with a detailed plan that includes actionable steps to improve your financial performance. We provide you with ongoing support and guidance to ensure that the plan is executed successfully.

**Ongoing Monitoring & Mentoring:** We monitor your financial performance and provide you with ongoing guidance and mentoring to help you stay on track. We help you in identifying and managing risks and provide you with regular financial reports and analysis to help you make informed decisions.

# Distribution:

**Supply Channel Setup:** Our Supply Channel Setup services help you establish an efficient and effective distribution network for your products or services. We help you identify and evaluate potential distribution partners and negotiate favourable terms and conditions.

HOW CAN WE HELP?

Growth Sarathi helps businesses with strategy that provides an operation guideline for you to implement. Growth Sarathi understands the many challenges facing businesses in today’s fast-paced and competitive climate. We understand it because we help many of our associates in expanding their business in other countries. We help the mid-segment companies across the globe to enhance their bilateral trade opportunity. We provide a 360-degree solution to the businesses. We implement positive, lasting change in our client businesses.

How can we assist with growth?

Growth Sarathi helps businesses achieve growth by developing and implementing strategies tailored to their unique needs and goals. Our experienced team of consultants will work with you to identify areas for improvement and develop a roadmap for success. We offer a range of services, including market research, competitive analysis, financial planning, and more. With our guidance and support, businesses can achieve sustainable growth and long-term success. We have assisted numerous under-performing company organisations in improving their profitability, operational and organisational efficiency, and developing plans to access new local and international markets.

How we can help you enter Indian market?

If you're looking to expand your business into the Indian market, Growth Sarathi can help. Our team has extensive knowledge and experience working in India, and we can provide you with the insights and guidance you need to succeed. We can help you navigate the cultural and regulatory landscape, identify opportunities for growth, and develop a strategy that aligns with your business objectives. Whether you're a small startup or a small and medium size corporation, we can help you succeed in the Indian market. We can help your company in Indian market by setting up,

* Distribution channel
* Compliances
* Company set-up

We also help them in getting a local director for their business (which is mandatory as per Indian law).

How can we assist you with capitalization?

If you're looking to raise capital for your business, Growth Sarathi can help. We can help you develop a comprehensive financial plan that outlines your funding needs and identifies potential sources of capital. We can also provide guidance on fundraising strategies, including equity financing, debt financing, and crowdfunding. With our help, you can secure the funding you need to fuel your growth and achieve your business objectives.

SOLUTION

Business in India

Any organisation or business looking to expand into India will receive assistance from us in locating local Indian partners, opening offices, assisting with all licencing requirements, assisting with marketing and awareness-building efforts, and assisting with the establishment of their distribution network. If a brand is interested in private labelling, we will also assist them in making connections with potential customers.

New market entry

When a business or organisation wants to operate in India, we assist them in setting up offices, obtaining all necessary licences, creating marketing campaigns to raise awareness of their products, and establishing distribution channels. If a brand wants to use private labelling, we also assist them in establishing contacts with potential customers.

We assist Indian companies who want to export their products to other markets by putting them in touch with potential customers. Additionally, we assist Indian businesses in opening offices in places like Dubai, South Africa, Argentina, and the US market. We also assist Indian companies in establishing a distribution network across the nations of the Middle East.

STRATEGY CONSULTING FIRM

**Growth Sarathi, A Strategy Consulting Company**

Growth Sarathi is a strategy consulting company that aids businesses and organisations in enhancing their performance and operating procedures. It focuses on new market entrance, international market entry, business restructuring or repositioning, business strategy formulation, operational improvement, and strategic personnel training. Growth Sarathi utilises its own procedure and experience-based strategies for improvement after first analysing the present operational and performance shortcomings. By identifying and fixing issue areas, it adds value for businesses and organisations. It aids clients in outsmarting rivals, capturing consumers, and boosting long-term shareholder value through the mapping out of company processes. Effective strategy guides and inspires leadership decisions and motivates staff.

**A Fresh Perspective**

As a strategy consulting firm, Growth Sarathi comes into an organization with fresh eyes and an objective viewpoint. We can improve performance by direct evaluation and analysis of management and staff for weaknesses or inefficiencies. Since we have spent over 5 years dealing with companies of a similar nature, we are attuned to knowing the problem areas beforehand and are able to recognize them very quickly. Companies often repeat the same errors or implement strategies that they have in the past but have still failed. A strategy consulting firm such as Growth Sarathi can find the root problem area(s) and present it in a manner that has no bias to the companies’ partners, management, executives, or board of advisers.

**Strategic Management**

Growth Sarathi drafts and evaluates cross-functional decisions that will enable its clients to achieve their long-term objectives. Growth Sarathi assists its clients in developing a process to specify the company’s mission, vision, and developing policies and plans, often in terms of projects and programs. Growth Sarathi then works with its clients in allocating resources to implement policies, plans, projects, and programs.

**Strategic Planning**

Growth Sarathi's strategic planning takes a holistic look at a company's aspirations, testing, and refining corporate objectives. It helps companies decide where to focus, where to compete, and how to allocate resources. Strategic planning serves as a starting point for growth, portfolio strategy, and M&A strategy. Companies often fail to take a long-term view in strategic planning, but Growth Sarathi helps clients incorporate a long-term perspective into their strategies while focusing on the biggest issues they currently face and on the best way to get results. Throughout the analysis process, Growth Sarathi reviews and challenges the clients' strategy assumptions. They help clients identify capability gaps and marketplace opportunities and set up tactical goals and tracking systems that ensure results.

**Cost Savings**

Strategic planning by Growth Sarathi examines a company's aims from all angles while evaluating and improving business goals. It supports business decisions about resource allocation, emphasis areas, and competitive environments. Growth, portfolio strategy, and M&A strategy all have their roots in strategic planning. Companies frequently fail to take a long-term perspective when designing their strategy, but Growth Sarathi helps customers do just that while concentrating on the largest problems they are currently facing and the best ways to achieve outcomes. Growth Sarathi examines and queries the strategic assumptions made by the clients throughout the analytical process. They assist customers in establishing tactical goals and results-oriented tracking systems, as well as identifying market possibilities and capacity gaps.

**Specialized Knowledge**

When a company's internal staff may be weak in certain areas, hiring a strategy consulting firm like Growth Sarathi brings in advisors with specialised knowledge in those areas. A supply chain management expert, for instance, could be able to lower transportation costs by auditing the numerous supply chain contact points. It could be a consultant with expertise in growth consulting, capital raising, or market penetration into overseas markets. Although the company may not consider such fields of study and knowledge to be important, having multiple experts on hand to provide advice can cut down on unnecessary overhead.

Marketing Strategies

Public Relations (PR) is the goal of building and maintaining a favourable reputation for a brand or corporation. We offer Integrated Marketing Communications solutions, Key Messaging and Narrative Building, Content Generation, Brand Reputation Management, and Campaign Planning. We provide market analysis, crisis advice, and digital marketing services to help businesses reach, extend, and convert their audience through their online presence. Growth Sarathi offers online reputation management, SEO, lead generation, influencer marketing, performance marketing, and advertising services to help businesses reach their target audience.

Distribution Channel

**Supply Channel Setup:** Our Supply Channel Setup services help you establish an efficient and effective distribution network for your products or services. We help you identify and evaluate potential distribution partners and negotiate favourable terms and conditions.

OPERATIONAL EXCELLENCE

At Growth Sarathi, we provide businesses with the tools and expertise needed to achieve operational excellence. Our team of experts will work closely with you to identify areas of improvement and create a tailored plan to increase efficiency, productivity, and profitability.

CORPORATE LAWS

Guiding your company through the rules and regulations of The Companies Act, 2013, stated by the Indian Government. Helping with several laws such as corporation laws, laws of contract, financial market regulation, securities laws, corp orate dispute resolution, labour laws, etc.

# DEALS & LIAISONING

Our deals and Liaisoning services are designed to help businesses establish and maintain relationships with key stakeholders. Our services include:

**Access to our Network:** Our extensive network of contacts and partners enables us to help businesses connect with key stakeholders and decision-makers.

**Designing Fair Deal:** We will help you design and negotiate fair deals that are aligned with your business goals and objectives.

**Liaison on Demand:** Our team of experts will provide liaison services as and when required to help you establish and maintain relationships with key stakeholders.

LEGAL DRAFTING AND AGREEMENT

**Founder Agreement:** Providing consultancy services on founder or co-founder agreement. It’s an official agreement made between the co-founders of the company while establishing a business interpreting the roles, rights, responsibilities, and ownership between them.

**Shareholder Agreement:** Helping with the agreement between your company and your shareholders in order to safeguard the shareholder rights, commitments, proceedings, and operational activities.

**Vendor Agreement:** A vendor agreement specifies the terms and requirements of the work that must be done by the vendor. The party that has paid for the items that have been given is often referred to as the vendor. The time, date, and location where the services shall be offered are the main components of this.

**Employee Agreement:** Signing the agreement between the employer and the employee which dictates the terms and conditions of the employment.

**Service Level Agreement:** The services that the service provider offers, and the performance standards of those services are outlined in a service level agreement (SLA). We work with you to maintain that contract between a service provider(you) and your customer.

**Non-Disclosure Agreement:** Also known as the ‘Confidentiality Agreement’, this agreement is signed between parties to share confidential data with each other. We will be helping you with the agreement so that any data related to your company, or you, aren’t disclosed to the third party.

# International Taxation for Global Clients

At Growth Sarathi, we understand that taxation is a crucial part of doing business internationally. With our expertise in international taxation, we provide solutions that are tailored to your unique business needs. Our services include:

**Company Formation in India**: Our team of experts can help you in setting up your business in India, which includes providing guidance on legal structure, regulatory compliances, and statutory requirements. We provide end-to-end assistance, from company incorporation to obtaining necessary licenses and registrations.

**Banking Setup:** Opening a bank account in India can be a complex and time-consuming process. Our team assists you in opening a bank account that best suits your business requirements and ensures that the process is hassle-free.

**Taxation, Audit & Assurance:** Our team of chartered accountants provide tax consulting services, including corporate tax planning, international tax planning, transfer pricing, and compliance. We also provide audit and assurance services, including internal audit, statutory audit, and tax audit.

**Transfer Pricing:** We assist you in complying with the transfer pricing regulations, which ensure that transactions between related parties are conducted at arm's length. We help you in preparing transfer pricing documentation and representation before tax authorities.

MERGER & ACQUISITION

Helping to ease the process of merger and acquisition of your company with other companies to establish a bigger market share, create a strong brand and have sustainable development.

MARKETING SERVICES

We provide Integrated Marketing Communications solutions for all of your brand's demands, providing a comprehensive holistic approach to your main objectives. We collaborate with you as partners, providing succinct answers to whichever stage your brand is at. From market entrance to thought leadership via content, media relations, and branding.

PUBLIC RELATIONS

Building and maintaining a favourable reputation for a brand or corporation is the goal of public relations (PR). We offer a variety of public relations services, such as media relations, crisis management, event management, content generation, and social media management. Our main competencies include comprehensive campaign planning, media and brand intelligence mapping, and impactful campaigns at all stages of a brand's life cycle. Contact us today to learn more about how our public relations services may help you take your company to the next level. [Read More]

**STRATEGIC COMMUNICATIONS**: We provide Integrated Marketing Communications solutions for all of your brand's demands, providing a comprehensive holistic approach to your main objectives. We collaborate with you as partners, providing succinct answers to whichever stage your brand is at. From market entrance to thought leadership via content, media relations, and branding.

**KEY MESSAGING AND NARRATIVE BUILDING**: Your tale might quickly become "outdated" since changes happen so quickly and paradigms shift so frequently. We keep a close eye on trends and can anticipate them, providing businesses with crucial statements that help them create vast storylines. Because we are pragmatists, we adopt and modify the system to ensure that the content we produce for the brands is pertinent to all stakeholders.

**CONTENT GENERATION, COMBINATION, DESIGN, AND PUBLISHING**: We work with a team of media experts from various beats and areas to create content. We provide brands with the means to create brand films, whitepapers, journals, newsletters, vlogs, blogs, internal communication documents, IPs, books, and so on, in order to create a knowledge hub and/or further enhance the reputation of the brands and its spokespeople. Detailed study of the target audience's interest areas and problem points SEO-enabled content Thought leadership material that positions the brand and the spokesperson.

**BRAND REPUTATION MANAGEMENT**: We provide cutting-edge perception management solutions, both reactive and proactive. Our communication solutions do not focus on a single segment of the target audience, but rather manage the brand's reputation for all stakeholders through targeted communications while not ignoring the overall perception that has to be developed for the company. We are particularly interested in dispute resolution and offer succinct solutions for managing the brand's reputation in times of crisis. Analysis of perceptions through research and surveys. Campaign planning for brand reputation. 360-degree integrated and effective campaign

**MARKET ANALYSIS**: Offering brands, one of the essential pillars of their business planning processes, via deep-dive insights into relevant markets and their target audience. We can assist you with qualitative and quantitative market research. Data-driven analysis with industry-leading tools. Maximum sample strength. Product branding, Pricing management for products and services at the entry level. Consumer perceptions, Discussions in small groups, POPs for Vox, etc.

**CRISIS ADVISORY AND COMMUNICATION**: We provide practical advice in times of crisis, focusing on individuals (brand spokespersons) and organizations. During such times, we collaborate and work closely with the legal entities to manage the narratives. We offer to design a crisis handbook for the firm and its brand that considers everything that might happen during a crisis so that key members of the team are aware of their approach to such scenarios. Identifying the source of the issue and alleviating it. Analysis in real time a track record of success.

**MEDIA CAMPAIGNS FOR SOCIAL AND DIGITAL MEDIA**: We can provide low-cost, 24/7 brand promotion chances to businesses of all sizes through digital marketing services. With our expert digital marketing services, we can help you reach more consumers regardless of time zones or location, whether you are a start-up, medium-sized business, or multi-location corporation. We help you reach, extend, and convert your audience through your online presence. Digital marketing is a vast and ever-expanding area. We help you streamline your digital marketing activities and integrate them with the other marketing channels in your strategy.

# Social Media & Digital Marketing Services:

**ORM**: Our Online Reputation Management services help you monitor and manage your online reputation. We track your brand mentions and reviews and help you respond effectively to negative comments and reviews.

**SEO**: Our Search Engine Optimization services help you improve your website’s visibility and ranking in search engine results pages. We use ethical and effective SEO techniques to help you drive organic traffic to your website.

**Lead generation:** Our Lead Generation services help you generate qualified leads for your business. We use a variety of lead generation techniques, including email marketing, social media advertising, and search engine advertising, to help you reach your target audience.

**Influencer Marketing:** Our Influencer Marketing services help you leverage the power of social media influencers to promote your brand. We identify and work with influencers who are a good fit for your brand, and help you create effective influencer campaigns.

**Performance Marketing:** Our Performance Marketing services help you drive measurable results for your business. We use data-driven strategies and techniques to help you achieve your marketing objectives.

# Advertising:

Growth Sarathi helps businesses reach their target audience through effective advertising. Here are some of the advertising services offered by Growth Sarathi:

• Outdoor advertising: This includes billboards, bus shelters, and other outdoor signage

• Media buying: This includes purchasing ad space on various media platforms such as digital, print, TV, and OTT

• Creative development: This includes developing creative content for ads such as images, videos, and copy

• Ad campaign management: This includes managing the entire ad campaign from planning to execution

• Performance tracking: This includes tracking the performance of the ad campaign and making necessary adjustments to improve its effectiveness

FUNDRAISING

Growth Sarathi helps businesses choose the right mix of financing options to raise funds for their growth plans.

# Choosing the Right Mix:

Growth Sarathi helps businesses choose the right mix of financing options to raise funds for their growth plans. Here are some of the options that businesses can consider:

• **Debt**: This involves borrowing money from banks, financial institutions or private lenders for a specific period, with interest. Debt is often a popular option for businesses that have a steady cash flow and want to maintain control over their business.

• **Equity**: Equity financing involves raising money by selling a portion of the business ownership to investors in exchange for capital. Equity is often a popular option for businesses that have a high-growth potential and require a large amount of capital.

• **Revenue-based financing:** This is a form of financing where businesses receive a lump sum of capital in exchange for a percentage of future revenue. This option is often popular among businesses that have a stable revenue stream but lack collateral or a strong credit history.

**• CSOP (Crowd Funding):** This involves raising money from a large number of people through an online platform. CSOP is often a popular option for businesses that want to raise a small amount of capital from a large number of investors.

**• SME IPO:** This involves going public and raising capital from the stock market. SME IPO is often a popular option for businesses that have a high-growth potential and require a large amount of capital.

• **Govt. Schemes & Grants:** The government offers various schemes and grants to support businesses in different sectors. Growth Sarathi helps businesses identify the right schemes and grants that they can benefit from.

# Books Readiness:

Growth Sarathi helps businesses prepare their books and financial statements in accordance with the latest accounting standards. This includes:

• Bookkeeping

• Preparation of financial statements

• Preparation of tax returns

• Financial analysis and reporting

• Budgeting and forecasting

• Cash flow management

# Valuation Report:

Growth Sarathi provides valuation services to businesses looking to raise funds or sell their business. A valuation report helps businesses understand the worth of their business and the factors that impact its value. The valuation report includes:

• Valuation of assets and liabilities

• Analysis of market trends

• Comparative analysis with similar businesses

• Projections for future growth

# CMA & Project Reports:

Growth Sarathi provides CMA (Credit Monitoring Arrangement) and project reports to businesses looking to avail themselves of credit facilities from banks or financial institutions. The CMA report helps banks and financial institutions assess the creditworthiness of the business and make an informed lending decision. The project report helps businesses provide a detailed overview of their project and its viability to lenders.