



MAGNUS Consulting

Beyond Accounting



Who we are?

About us

Handling finance is one of the most daunting processes for entrepreneurs today as it is governed by intricate spreadsheets and perplexing regulations. This is a bitter truth even if early-stage founders and MSME owners have a brilliant business idea as neglecting the financial aspects can lead to costly mistakes.

Magnus Consulting is here to change that. **Founded in 2017** and stationed out of **Coimbatore, Tamil Nadu**, Magnus Consulting is known in the market as one of the most trusted partners offering comprehensive Virtual CFO services, equity valuations, business plans, due diligence, and customized MIS dashboards through its signature solution - 'Metrix by Magnus'.

With a growing team of accounting and finance experts, we have overseen projects of all sizes and positively impacted over 200 businesses across the globe. We boast over our successful engagements, a 91 percent on-time delivery score, and an 89 percent overall customer satisfaction rate.

“Since inception, our mission statement has been to go beyond accounting by aiding businesses in achieving the much-needed transparency, efficiency, and informed decision-making.”



200+

Engagements
World-wide



89%

Customer
Satisfaction Score



20+

Years of Collective
Experience



91%

On-time Delivery
Score

Our mission is to provide tailored and practical solutions to help businesses achieve their financial goals. We deeply understand that every business is unique—and we therefore develop a personalized approach to each project, taking the time to understand the specific requirements and challenges of each client.

Our team of experienced and passionate consultants carry a wealth of knowledge in a vast range of areas that includes finance, organization, strategy, and much more.

At Magnus, we are committed to delivering results that constantly exceed our clients' expectations. With a strong focus on integrity, transparency, and collaboration, we are dedicated to making a positive impact on the businesses we work with.

What We Do?

At Magnus Consulting, we go beyond accounting to offer a range of services that help our clients make informed business decisions. Our tagline, "Beyond Accounting," reflects our commitment to providing a comprehensive suite of services that go beyond traditional accounting offerings.

Virtual CFO Services

As Virtual CFO, we provide a wide array of financial management and strategic services to help your business achieve its goals and reach its full potential. These include:

- ▶ **Financial Planning & Analysis:** We help you create and implement a comprehensive financial plan, while also providing regular analysis to track performance and identify key areas for growth and improvement.
- ▶ **Budgeting & Forecasting:** We work with you to develop and manage a budget that aligns and is cohesive with your business objectives, as well as provide accurate forecasting to promote informed decision making.
- ▶ **Financial Reporting & Dashboards:** We develop and maintain up-to-date financial reports and dashboards that provide meaningful insights into the performance of your business and its financial wellness.
- ▶ **Cash Flow Management:** We help you optimize and enhance your cash flow while minimizing financial stress so that you can focus on growing and sustaining your business.



- ▶ **Risk Management:** We help you identify and mitigate financial risks implementing systems and processes to manage them effectively.
- ▶ **Performance Optimization:** We collaborate with you to improve financial processes, minimize costs, and maximize profitability so that you can achieve your long-term goals.

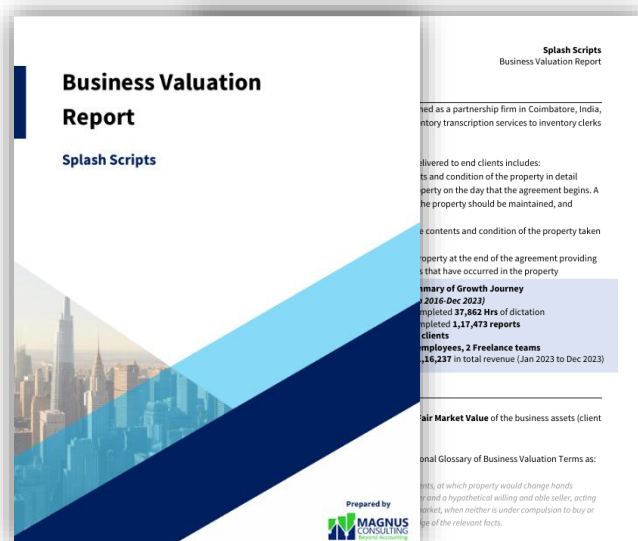
Regardless of whether you're a small startup or a large corporation, we provide the financial expertise and support you require to succeed.

Business Valuations

You've built a successful company and you're ready to take it to the next level. However, before you do, it's critical to know your company's true worth. That's where we come in.

We expertly provide skilled business valuation services to help you deeply understand the value of your business and, in turn, make informed decisions. These include:

- ▶ **Comprehensive Business Valuation:** We conduct a detailed and accurate analysis of your business financials, operations, market trends, and other applicable factors to arrive at a fair market value for your company.
- ▶ **Strategic Planning:** We help you understand the impact of business valuation on your strategic goals, while also providing expert guidance on how to optimize value.
- ▶ **Mergers & Acquisitions:** We help with M&A transactions by conducting due diligence, valuing businesses, and negotiating deals to assure you of a successful outcome.
- ▶ **Litigation Support:** We deliver impartial and defensible business valuation opinions to provide support for court cases, including disputes, divorce settlements, and other legal proceedings.



- ▶ **Employee Stock Ownership Plans (ESOPs):** We skillfully assist with ESOP valuations and provide indispensable guidance on the design, implementation, and administration of these plans.

Our team of experienced business valuers is adept at bringing a deep understanding of countless industries, financial models, and regulatory requirements to every project. You can depend on us to deliver accurate and reliable business valuations that meet every one of your unique needs.

Due Diligence Services

You've armed with a clear vision of your company and you're ready to take it to the next level. But before you make any significant decisions, it's imperative to ensure that you're making a smart investment.

At Magnus, we specialize in financial due diligence. We achieve this by providing a comprehensive analysis of your potential investment to give you an accurate and clear understanding of its financial wellness and untapped potential.

Our skilled, expert team of financial analysts and chartered accountants will provide you with a comprehensive review of your target investment, thereby ensuring that you make an informed decision.

Our services include:

- ▶ **Financial Statement Analysis:** We carefully review and thoroughly analyze the financial statements of your target investment to determine any areas of concern or red flags.
- ▶ **Risk Assessment:** We assess the potential risks associated with your investment, including operational, market, legal, and financial risks
- ▶ **Due Diligence Reporting:** We deliver to you a detailed due diligence report that clearly outlines our findings, recommendations, and conclusions for your investment.



- ▶ **Support During Negotiations:** Our team will work intently with you during negotiations to guarantee that you become fully informed and equipped to take the best decision for your company's future.

With Magnus, you'll always have peace of mind knowing that your investment is backed by thorough accurate financial analysis and dedicated due diligence.

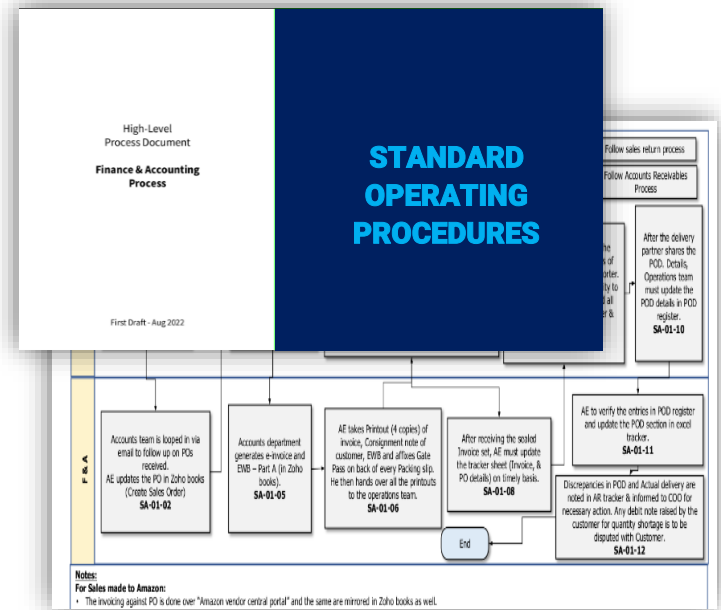
Strategic and Process Consulting

Strategic and Process Consulting are the linchpins of any organization's operational excellence. Our team collaborates with businesses to deliver strategic insights and streamline processes that increase efficiency, reduce costs, and foster growth.

Leveraging deep industry knowledge and cutting-edge methodologies, we navigate the complexity of business operations to drive transformative results.

Our services include:

- ▶ **Establishing Process and Controls:** A critical aspect of operations management, we assist in developing robust processes and controls. This strengthens accountability, enhances compliance, and mitigates risks, establishing a strong foundation for your organization's growth.
- ▶ **Internal Controls and Governance:** We develop and implement robust internal control frameworks, ensuring sound governance. This enhances financial reliability, operational efficiency, and compliance with laws and regulations, laying the foundation for sustainable growth.



- ▶ **Process Audits:** We perform rigorous process audits to identify inefficiencies, non-compliance, and opportunities for improvement. Our audit findings guide effective actions, elevating your operations and ensuring regulatory compliance.
- ▶ **Performance Management:** We design and implement performance metrics and management systems that align individual and team efforts with organizational goals, boosting productivity and profitability.

How Are We Different?

When choosing a consulting partner, it's imperative to make sure you're working with someone who has the skills to help you achieve your goals by truly understanding your business.

At Magnus, we're aware that there is a wealth of choice in the market—and this is why we strive hard to stand out from the crowd. Our team takes the time to get to know you and your business, and we use that deep understanding to provide tailored solutions that always meet your unique needs.

We have a proven track record of success after years of working with small businesses and corporations alike to help them realize and achieve their financial targets.

With our all-inclusive services, experienced and committed team, and results-focused approach, we're certain that we can make a real difference in your organization.

- ▶ **Tailored Solutions:** Our expert consultants take the time to understand your specific challenges and requirements, providing customized solutions to help you achieve your potential.
- ▶ **Track Record of Success:** With over 200 small businesses positively impacted, we have a demonstrated track record of delivering results and helping our clients reach their financial goals.
- ▶ **All-Inclusive Services:** From finance to strategy and much more, our team offers a broad, comprehensive range of services to guarantee a full-service solution for your business.



- ▶ **Experienced Team:** Our dedicated team of expert consultants brings a wealth of skill and knowledge to the table, giving you unparalleled access to the best minds in the business.
- ▶ **Global Expertise:** Our team has worked on projects across the globe, which ensures that we can provide a network of resources and a diverse range of experience for your business.
- ▶ **Results Focused:** Our focus is always directed at delivering results that meet and often exceed your expectations, and we use data-driven strategies to achieve this end.
- ▶ **Transparent and Trustworthy:** We believe in operating with integrity, professionalism, and transparency, because our goal is to build a long-lasting partnership with you.

Our Clientele

Choosing Magnus Consulting means partnering with a team passionate about helping startups & MSMEs achieve their financial goals. You become part of a growing, diverse group of clients who entrust us with helping them achieve their business goals.

Our client roster ranges from small startups to large corporations, and we've had the absolute privilege of working with organizations across numerous industries, both domestically and internationally.

Regardless of the size or scope of your business, we innately understand the unique challenges you face, and we're dedicated to delivering tailored solutions that deliver real, actionable results.

Whether you're looking to grow your business, streamline operations, or even navigate a complex transformation, our team has the proven experience and expertise to help you succeed.

We're extremely proud of our strong track record of delivering amazing results for our clients, and we look forward to partnering with you next, to help you achieve your goals.

A few brands
we've worked with



We understand your world



Our Leadership Team



KK Rajpurohit

Founder | CEO

KK is a young and dynamic professional with a robust blend of soft skills and technical expertise in accounting, financial reporting, valuations, taxation, audit, management accounting, and startup consulting.

Leveraging close to a decade of diverse and intensive experience in management consulting and accounting, he offers clients customized, legally compliant, and technology-driven solutions to address their key strategic and business challenges effectively and efficiently.

KK has a strong background in financial analysis and extensive experience in the startup space, providing essential support to early-stage companies. He has also conducted numerous business valuations, offering clients crucial insights into the true value of their businesses. In addition, KK is also a well-renowned speaker and sought-after advisor to several startups and small businesses alike.



Aashish Kumar Jain

Advisor | UK Operations

Aashish is a seasoned professional with a dedicated experience of working with large corporations and startups. He innately understands the unique, particular challenges faced by businesses, and offers tailored solutions that always meet their specific needs. His approach is results driven and tirelessly focused on helping clients achieve their financial goals—whether they be growth, profitability, or both.

Aashish is a key advisor and heads the UK operations at Magnus Consulting, assisting businesses manage their finances by developing and implementing financial strategies, and ultimately helping them to achieve their financial goals. His extensive experience in the industry and his solid understanding of finance and accounting makes him a definite asset to any business seeking to optimize its financial performance.

Our Advisors



Anil Singh

Advisor | Tax & Compliance

Anil Singh is a seasoned tax and compliance professional with a deep understanding of the complex Indian tax landscape. With a strong foundation in accounting and finance, he brings a comprehensive approach to tax planning, compliance, and risk management.

Anil's expertise lies in navigating the intricacies of direct and indirect taxation, ensuring optimal tax efficiency for clients while maintaining strict adherence to regulatory frameworks. His ability to stay updated with the evolving tax laws and regulations makes him a valuable asset to Magnus Consulting, providing clients with strategic tax advice and mitigating potential tax risks.



Mahendar Singh

Advisor | Quality & Marketing

Mahendar is a results-oriented marketing and quality assurance expert with a proven track record of driving business growth and enhancing customer satisfaction. His deep understanding of market dynamics, coupled with his passion for delivering exceptional quality, enables him to develop and implement effective marketing strategies that resonate with target audiences.

Mahendar's expertise in brand building, lead generation, and customer relationship management has been instrumental in helping businesses achieve their objectives. At Magnus Consulting, he plays a pivotal role in ensuring the delivery of high-quality services and maintaining the firm's reputation as a trusted advisor to its clients.

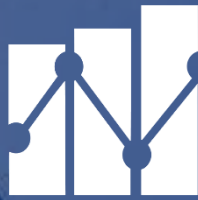


Adv. Prasanth M

Advisor | Corporate Law & Contract drafting

Adv. Prasanth M is a seasoned corporate lawyer with a proven track record in guiding startups through their growth journey. His expertise in NCLT and DRT proceedings, coupled with a strong foundation in contract drafting, makes him an invaluable asset to Magnus Consulting.

With a deep understanding of the startup ecosystem, Prasanth provides comprehensive legal counsel, including business formation, intellectual property protection, regulatory compliance, and exit strategies. His ability to navigate complex legal challenges and his commitment to client success have established him as a trusted advisor to entrepreneurs and businesses alike.



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