

# 4X4 Advisory

*Transformational Consulting*

ASC



**4X4** | ADVISORY  
*Transformational Consulting*

# 4X4 Advisory

4X4 Advisory is a consulting firm offering comprehensive advisory services across four key domains, symbolized by the "4X4".

With a team of seasoned professionals, we specialize in providing strategic solutions to address the complex business challenges in today's dynamic economic environment

**Vision**

To be amongst

**Top 10 Global consulting organization providing Transformational & Innovative Solutions**

**Values**

*Quality & Authenticity*

*Diversity & Inclusion*

*Empathy & Compassion*

*People & Culture*



We believe in **Quality-sensitive** services



We **challenge ourselves** before client do



Our **pricing is Value based** rather than cost



We **Plan well** before execute



**DNA**

We believe in **continuous transformation**



**People are Brand** – We train them to become one





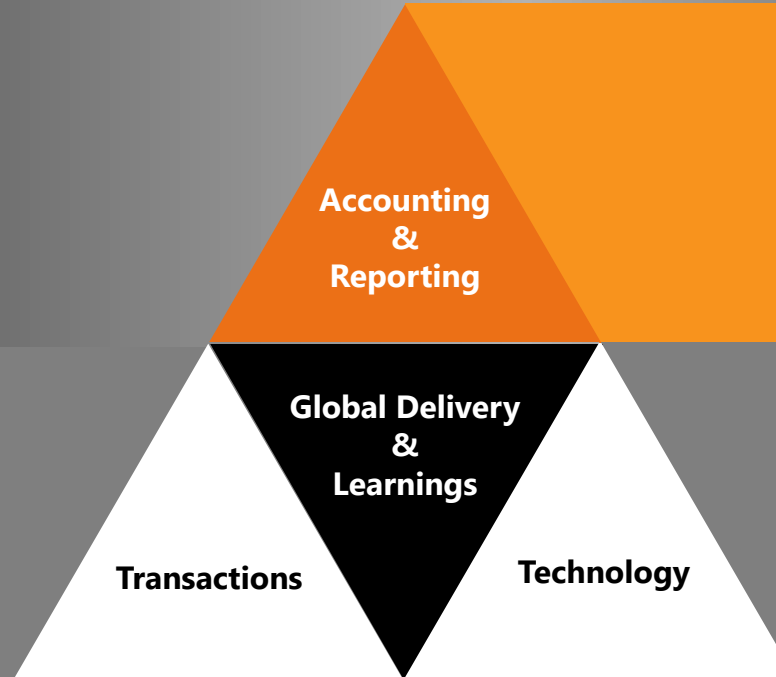
# Four pillars

## Global Delivery & Learnings

- Managed Business Services (MBS)
- Resource Augmentation
- Functional Trainings
- Technical and Non-technical training
- ESG Capacity building services

## Transactions

- Mergers & Acquisitions
- IPO assistance
- Integrated Due Diligence (IDD)
- Fund Raise



- Financial accounting & reporting
- Management reporting
- Regulatory reporting
- Risk based Internal audit
- Enterprise risk management
- Sustainability reporting & monitoring

## Accounting & Reporting

- ERP Implementation & Support
- Digitization and Automation
- Custom Development
- Transformation & Integration

## Technology

## 4X4 ADVISORY

# Accounting & Reporting

<b>Financial Accounting &amp; Reporting</b>	<ul style="list-style-type: none"><li>▪ Financial statement preparation &amp; consolidation</li><li>▪ Quarterly reporting as per statutory requirements</li><li>▪ Technical accounting white paper</li><li>▪ Impairment assessment</li><li>▪ Going concern assessment</li><li>▪ ESOP/IFRS 2 accounting</li><li>▪ Audit readiness and closure support</li><li>▪ Accounting policy &amp; procedure manual</li></ul>
<b>Management Reporting</b>	<ul style="list-style-type: none"><li>▪ Business planning</li><li>▪ Budgeting</li><li>▪ Forecasting</li><li>▪ Budget vs Actual reporting</li><li>▪ MIS/Management reporting</li></ul>
<b>Regulatory Reporting</b>	<ul style="list-style-type: none"><li>▪ Reporting under RBI</li><li>▪ Reporting under TRAI</li><li>▪ Risk &amp; compliance reporting</li><li>▪ Corporate governance reporting</li></ul>
<b>Risk Based Internal Audit</b>	<ul style="list-style-type: none"><li>▪ Risk management framework development</li><li>▪ Risk Identification &amp; assessment</li><li>▪ Risk mitigation, implementation and control</li></ul>
<b>Enterprise Risk Management</b>	<p><b>ERM Design &amp; Implementation</b></p> <ul style="list-style-type: none"><li>▪ ERM framework development</li><li>▪ Risk culture assessment and enhancement</li><li>▪ Key risk indicator (KRI) development and monitoring</li><li>▪ ERM Integration with strategic planning and performance management</li></ul>

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# Accounting & Reporting

## Enterprise Risk Management

### Financial Reporting Process & Controls Implementation and Reporting:

- Process Reviews, GAP Assessment and Setting up & Monitoring of Closure/Reporting Process:
  - Review of business processes (operations and financial processes) and GAP assessments
  - Business process and benchmarking including with industry best practices
  - Review of existing controls environment, GAP assessment and suggesting improvements
  - Process mapping and system process documentation
  - Preparation of process notes, flowcharts and standard operating processes/procedures
- Setting up & Implementation of Controls Mechanism & Closure / Reporting Process Support:
  - Setting up business processes and financial reporting mechanism
  - Setting of control framework & mechanism - SOX/J-SOX/internal financial controls
  - Financial closure managed solution – continuous support on monthly/quarterly/annual financial closure and reporting process
  - Testing of internal controls under IFC/SOX/J-SOX or other control framework
  - Process control managed solution - continuous testing & monitoring including reporting to management/board of directors

## Sustainability Reporting & Monitoring

### ESG Advisory:

- Greenhouse gas accounting (GHG Protocol)
- ESG gap assessment & maturity analysis
- Stakeholder engagement & materiality assessment
- Sustainability policy & framework development
- Sustainability strategy & roadmap development
- Sustainability report development (BRSR (core and Lite), GRI, IR and SASB)
- ESG rating support (CDP Climate Change, Water, Forests, and Supply Chain program)

### ESG Assurance:

- BRSR reports and BRSR core indicators
- Sustainability report against GRI
- GHG emissions against GHG protocol and ISO14064
- Supply chain audits
- ISO 26000



## 4X4 ADVISORY

# Accounting & Reporting

## Sustainability Reporting & Monitoring

### Partnering with PE and VC Funds:

- Pre-investment due diligence and portfolio assessment framework for ESG integration
- Environmental & social due diligence (ESDD) on proposed investment

### Climate Change:

- Net zero strategy and SBTi target setting & advisory
- Decarbonization, net zero strategy development & implementation
- Climate risk assessment and scenario modelling
- CDP (formerly carbon disclosure project)

### Reporting and Disclosure support:

- Globally aligned customised sustainability disclosure catering to global standards, stakeholder requirements and peer practices.
- Data collection mechanisms, internal controls and accountabilities for sustainability related indicators
- Facilitate third-party data assurance
- TCFD Framework and Reporting
- IFRS S1 and S2 framework & reporting
- Support annual disclosure of sustainability information backed by materiality assessments, industry benchmarks, and other relevant narratives

### Strategic and Organization Change:

- Ground enterprise sustainability strategy and goals in line with organisation purpose, material stakeholder expectations, and globally accepted impact standards
- Baseline carbon emissions footprint and develop science-based transition strategies towards net-zero target

**ESG Finance:** ESG Finance and capital allocation

## 4X4 ADVISORY

# Transactions

### Mergers & Acquisitions

- Buy-side advisory
- Sell-side advisory
- Business model evaluation
- Financial modelling

### IPO Advisory

- Readiness assessment
- Financial statement preparations and reinstatement
- Audit readiness
- Project management office

### Integrated Due Diligence

- Financial Due Diligence
- Operational Due Diligence
- Commercial Due Diligence
- Customer Due Diligence
- Vendors Due Diligence
- Legal Due Diligence
- Tax Due Diligence
- IT Due Diligence
- Intellectual Property Due Diligence
- Human Resource Due Diligence
- Administrative Due Diligence
- Environment and Sustainability Due Diligence

### Fund Raising

- Private Equity
- Venture capital
- Banks and other financial institutions



<b>ERP Implementation &amp; Support</b>	<ul style="list-style-type: none"><li>▪ ERP Evaluation</li><li>▪ Full lifecycle implementation</li><li>▪ ERP customization</li><li>▪ Data migration and Integration</li><li>▪ Ongoing support</li><li>▪ Upgrades and troubleshooting</li></ul>
<b>Digitization &amp; Automation</b>	<ul style="list-style-type: none"><li>▪ Technology evaluation assistance</li><li>▪ Robotics process automation (RPA)</li><li>▪ Intelligent Automation</li><li>▪ Reconciliation solutions</li><li>▪ Accounts payable (AP) and Account Receivable (AR) automation</li></ul>
<b>Custom Development</b>	<ul style="list-style-type: none"><li>▪ Software consulting</li><li>▪ Application development</li><li>▪ Product prototyping and MVP development</li><li>▪ Maintenance and support</li><li>▪ Quality Assurance and Testing</li></ul>
<b>Transformation &amp; Integration</b>	<ul style="list-style-type: none"><li>▪ Process gap analysis</li><li>▪ Digital transformation</li><li>▪ Finance transformation</li><li>▪ API Development and Integration with other systems e.g., CRM, POS</li></ul>

## 4X4 ADVISORY

# Global Delivery & Learnings

## Global Delivery & Learnings

- Managed Business Services/Solutions:
  - Accounts Payable (AP) management
  - Accounts Receivable (AR) management
  - Record to Report (R2R) management
  - Procure to Pay (P2P) management
  - Fixed Assets (FA) management
  - Treasury management
  - Regulatory and compliance support
  - Customer support
  - Technical support
  - Data entry
  - Administrative support
  - Human resource managed services support
  - Executive assistant support
  - Audit support and outsourcing services
  - Quality control review management
  - Learning & development managed services
- Resource augmentation

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### Technical Trainings

- IFRS standards
- Ind-AS standards and Indian GAAP
- Companies act and its rules
- Income-Tax
- Goods and services tax
- Other regulatory / statutes

### Non-Technical Trainings

- Leadership, Coaching & Mentoring
- Personal effectiveness
- Business etiquettes and grooming
- Effective communications
- Strategic selling
- People management and team building
- Soft-skills training



## 4X4 ADVISORY

# Global Delivery & Learnings

## Global Delivery & Learnings

### Functional Trainings

- Business & operational process level trainings
- Specific industry trainings:
  - Life & general insurance
  - Health insurance
- Information technology trainings:
  - ERP trainings
  - Cybersecurity trainings
  - Gen AI
  - Analytics tools incl. Power BI, tableau etc.
- Payroll & related trainings including whistle-blower, poth trainings etc.
- Legal and compliances trainings
- Audit and auditing standards trainings
- ESG capacity building services:
  - ESG & BRSR training
  - IFRS S1 and S2 reporting training
  - ESG awareness training
  - GRI certified training
  - Customized ESG training awareness sessions sectorwise
  - Customized capacity building workshops
- Merger & acquisitions and financial modelling
- Forensic investigation
- Data privacy

# 4X4 Team





## 4X4 FOUNDERS



### Inder P. Singh

#### CEO & Co-Founder

An advisor in the Financial reporting domain and has worked in multiple jurisdiction. Inder is bringing a new era of advisory excellence with over 20 years of invaluable experience in financial reporting and advisory on technical accounting matters across diverse industries, including automotive, FMCG, telecom, media and entertainment and healthcare and has served in 3 of the Big 4 Audit Firms of India in India and outside India

Inder has established his reputation as an industry expert with his specialized experience in implementing IFRS and IPSAS for government and public sector entities. In 2010, he led the application of IPSAS for various South African government departments and local authorities, overseeing audits of IPSAS-compliant financial statements. His career spans leadership roles at three Big 4 firms (EY, Deloitte, and KPMG), where he led strategic initiatives to drive growth and excellence.

Before co-founding 4x4 Advisory, he was a Director in the Financial Reporting Advisory practice at Protiviti in India and the Middle East.

Inder's vision is to provide tailored accounting and reporting consultancy services that meet clients' dynamic needs across industries and geographies. In his free time, Inder enjoys exploring new technologies to enhance efficiency and effectiveness in financial reporting and advisory and spending quality time with his family.



### Anju Agarwal

#### Managing Director & Co- Founder

Anju is an accomplished professional with a robust background in strategic consulting, specializing in restructuring and a broad spectrum of financial services. With over 24 years of experience, she has consistently delivered impactful solutions across diverse sectors such as management, financial services, and legal compliance.

Her educational background includes a Masters in Economics and a PGDM in Marketing, equipping her with a solid foundation in both economic principles and strategic marketing. This blend of expertise has enabled her to excel as a business strategy consultant, playing a pivotal role in facilitating international expansions and optimizing ROI for planned investments.

Anju is particularly noted for her proficiency in investment strategies, where she has earned recognition for enhancing clients' ROI on a global scale. She has a strong commitment to empowering organizations in India and beyond, helping them achieve significant cost savings and gain a competitive edge through innovative BPO and Global Delivery Centre services.

As a member of the Young Presidents' Organization (YPO), Anju is part of a global network that emphasizes collaborative work environments and fosters effective team dynamics. She values Emotional Quotient (EQ) as a crucial factor in personal and professional growth, dedicating her free time to mentoring young talents through workshops and seminars.

## 4X4 DOMAIN LEADERS



**Tania Kalra**

**Sustainability, Go-to-Market and Business Development**

Tania is a seasoned Chartered Accountant with 12 years of experience in Fintech, MIS reporting, Indirect tax/GST and Sustainability. She has worked in two of the Big 4 firms i.e., EY and KPMG for over 7 years. Tania's skills in business structuring, transaction advisory and client representation before regulatory bodies make her invaluable in navigating ESG complexities. She has always been a trusted business advisor who is keen to provide financial services to leading business. Her focus has been always on supporting the proactive identification, resolving and providing solutions to issue arising from Financial, using her analytical and technical accounting skills.



**Ajit T Nayak**

**Technology**

Ajit T Nayak is a seasoned technology and product leader with over 15 years of experience in the Banking, Financial Services, and Sustainability sectors. He has developed AI-driven solutions at top organizations like EY, enhancing operational efficiency. Proficient in product strategy and Agile methodologies, Ajit excels in managing global projects for major financial institutions in India and the UK. His strategic planning and data-driven insights improve financial transparency, while his mentoring fosters high-performing teams. Skilled in tools like Azure DevOps and programming languages such as Java and Python, Ajit drives innovation and sustainability in the technology landscape.



**Shailesh M Shah**

**Transactions, Global Delivery & Learnings**

Shailesh is a seasoned audit and assurance professional with over 18 years of experience in managing complex financial reporting and compliance across diverse regulatory frameworks. He has successfully led large-scale audit engagements, ensuring meticulous financial compliance and accuracy while playing a pivotal role in IND-AS conversions, particularly in areas like revenue recognition and business combinations. His international experience includes leading statutory and group audits at KPMG Netherlands, where he tackled complex reporting requirements under IFRS, US GAAP and Dutch regulations. Shailesh's strategic acumen has been instrumental in driving group initiatives and quality processes, while he also oversees business development and strategic alliances both in India and internationally, positioning organizations for sustained growth and success.



## 4X4 SENIOR ADVISORS



**Suresh Jain**

**Senior Advisor - ESG & Sustainability Reporting**

Suresh is a seasoned CA with over 30 years of experience in financial consulting across FMCG, telecom, media & entertainment, and healthcare. Specializing in ESG, forensic accounting and insolvency, he is a leader in global business management and export strategies. Over 25 years, Suresh has guided MNCs, startups, and solopreneurs, earning recognition for his contributions to sustainability reporting using frameworks like BRSR and GRI. He has contributed to the field as a Sustainability Awards review team member and as a registered speaker with ICAI. Suresh is also an educator and writer, known for his insights on GST, GCC VAT, ESG, and sustainability.



**M. Subramony**

**Senior Advisor - Learnings**

M. Subramony is a distinguished Learning and Development professional with over 20 years of experience in business development and organizational growth across the insurance and startup sectors. As the Director of Learnings at 4X4 Advisory, he specializes in designing and delivering targeted training programs that enhance sales performance and operational efficiency. Subramony has successfully managed induction and refresher programs, driving continuous improvement within organizations. Recognized for his innovative training methodologies, he emphasizes human skills and sales management while consulting on claims processes and stakeholder communications, particularly in insolvency and bankruptcy contexts. His commitment to fostering a culture of learning has made substantial contributions to organizational success across various industries.

4X4 ADVSIORY

ASC Group  
Credentials



4X4 ADVISORY

# Credentials



**& We have just started...**



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