

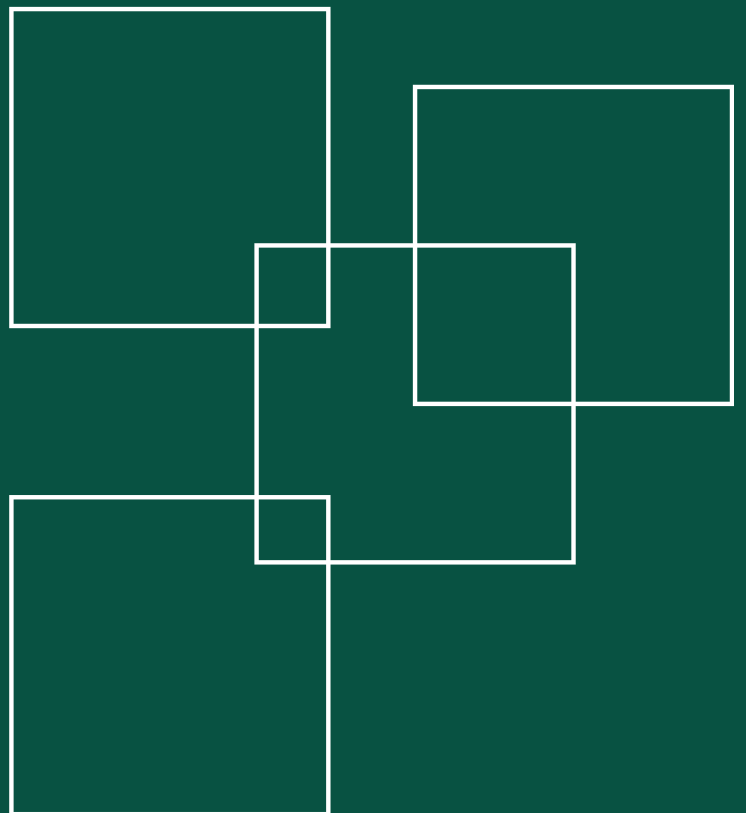


Strategy.
Capital.
Execution.



SRF Capital Studio

A multidisciplinary Strategy–Capital–Execution firm helping startups, growth companies, enterprises, and investors build clarity, raise capital, and execute with discipline.



Why Multidisciplinary Matters Today

The challenges founders face today span across strategy, finance, capital, and operations. When these functions are handled in silos, companies lose direction, speed, and investor credibility.

Unified Vision

Strategy, finance, and operations aligned under one framework for consistent decision-making.

Speed to Market

Eliminate delays caused by disconnected advisors and fragmented processes.

Investor Credibility

Present a cohesive narrative backed by solid financials and clear execution plans.

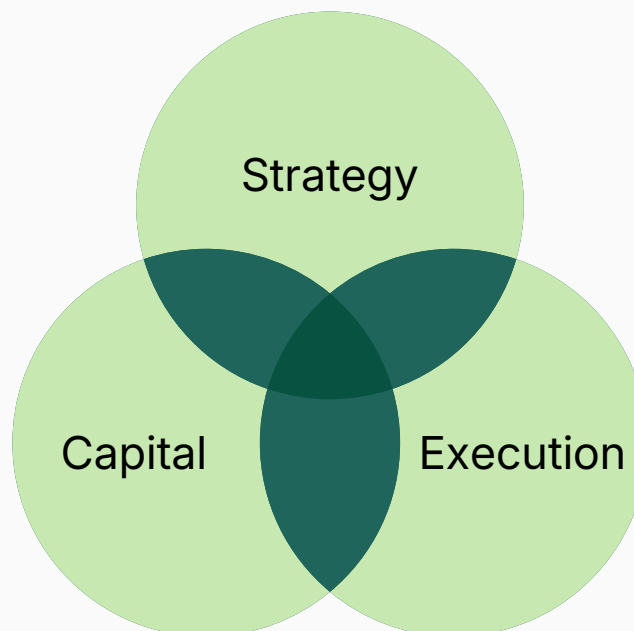
SRF solves this by bringing cross-disciplinary expertise under one roof, ensuring every decision is logical, financially sound, market-aligned, and execution-ready. This integration is exactly what modern founders, CEOs, VCs, and accelerators need to navigate complexity and drive sustainable growth.

The SRF Philosophy:

Strategy → Capital → Execution

These three pillars form a continuous loop that every company moves through. SRF strengthens each pillar so businesses scale with clarity and rhythm.

Define the long-term direction by sharpening the business model, identifying opportunities, and setting clear growth priorities.



Structure compelling narratives, prepare investor materials, and secure funding at optimal valuations.

Define direction, refine business models, and create actionable roadmaps grounded in market reality.

Strategy

We design strategies that are financially grounded, market-aligned, and practical to execute. Our strategy practice ensures teams move with alignment and focus while building sustainable competitive advantages.



Define Strategy

Clarify vision and map value



Design GTM

Build acquisition engine



Optimize Revenue

Structured Pricing Model



Plan Finance

Model scenarios and funding



Execute & Measure

Align teams and track KPIs

We help businesses build predictable and scalable growth by designing targeted go-to-market pathways, structuring high-impact sales motions, and crafting customer journeys that strengthen conversion at every stage. Our strategic playbooks turn complex strategies into simple,



Strategy Compass

Establish foundational clarity with vision, mission, and value proposition. Map customer problems to solutions and build strategic roadmaps spanning 12-18 months with clear prioritization.



GTM & Funnel Blueprint

Design your go-to-market strategy with distribution channels, sales engine architecture, and customer acquisition playbooks for market expansion.



Pricing & Revenue Engine

Build revenue architecture with strategic pricing models, unit economics analysis, and monetization levers to optimize profitability.



Strategic Finance Engine

Create financial roadmaps with scenario planning, comprehensive modeling, and investor readiness strategies for sustainable funding.



Execution OS

Implement execution rhythm with KPI trees, OKRs, organizational design, leadership alignment, and governance review systems.

Capital

Capital is the bridge between Strategy and execution. It enables businesses to invest ahead of revenue, build systems, and scale with intent, while giving investors a structured way to participate in long-term value creation. When deployed with clarity and discipline, capital aligns ambition with execution, balances risk with opportunity, and creates sustainable outcomes for all stakeholders.



Early Stage: Foundation Capital

Access early capital through grants, accelerators, and flexible instruments to build strong fundamentals before institutional raises.



Growth Stage: Institutional Capital

Support VC and PE fundraising with structured deal processes and confident term sheet negotiations.



Scale Stage: Liquidity & Exit Readiness

Prepare the business for IPOs or strategic exits with strong governance and financial readiness.



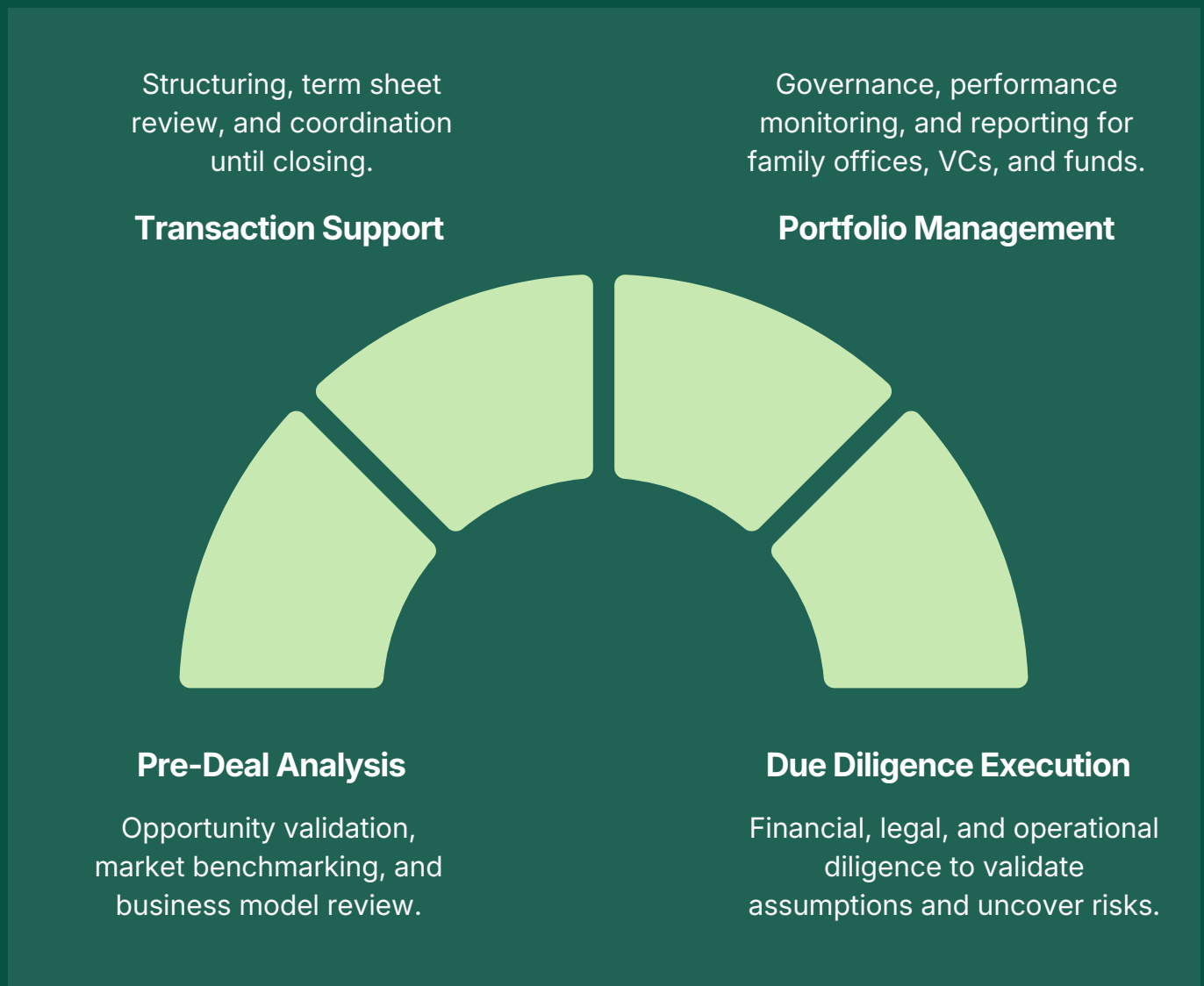
Due Diligence Prep

Ensure fast, smooth diligence through clean data rooms, MIS, and compliance clarity.

Capital deployment requires clarity, discipline, and continuous visibility.

We support investors across the full investment lifecycle from evaluating opportunities and executing diligence to structuring transactions and monitoring portfolio performance. By combining financial rigor, governance frameworks, and reliable reporting, we help investors deploy capital with confidence and drive long-term value creation across their portfolios.

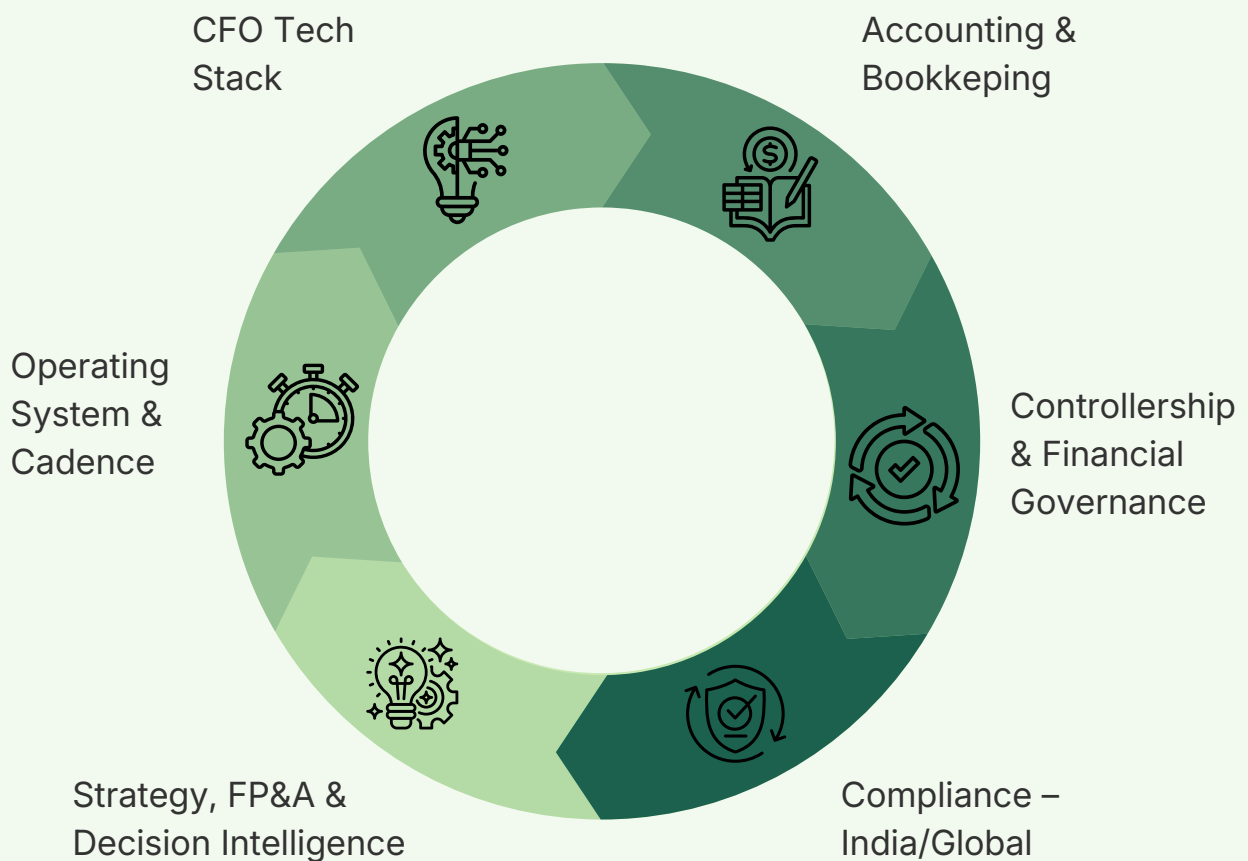
Capital Execution (Investor) Framework



This ensures capital is not only deployed efficiently, but stewarded responsibly over time. The focus remains on risk-managed execution, governance, and sustained portfolio performance.

Execution

SRF becomes your extended finance and strategy execution engine, delivering founder-level thinking at fractional cost. We run the finance function end-to-end from planning to reporting ensuring your business operates with the discipline and visibility required for sustainable scaling.



We help businesses build predictable and scalable growth by designing targeted go-to-market pathways, structuring high-impact sales motions, and crafting customer journeys that strengthen conversion at every stage. Our strategic playbooks turn complex strategies into simple,

Accounting & Bookkeeping Backbone

We establish clean, timely, and decision-ready books that form the foundation of all financial clarity. Accurate revenue recognition, disciplined expense classification, and end-to-end reconciliations ensure the numbers truly reflect how the business is performing.

Controllershship & Financial Governance

We put strong financial controls in place to govern how money moves through the business. Through SOPs, internal checks, cash flow oversight, and clear delegation of authority, we prevent leakages and build financial discipline early.

Compliance: India & Global

We ensure statutory and regulatory compliance flows seamlessly from your accounting base. From India compliances to global filings, audits, and cross-border reporting, we keep the company always compliant, audit-ready, and free from surprises.

Strategy, FP&A & Decision Intelligence

We convert financial data into clear insights that guide decision-making. Through narrative-led MIS, unit economics, forecasting, and scenario planning, founders and boards get a sharp, forward-looking view of growth, efficiency, and risk.

Operating System & Cadence

We institutionalize execution through structured monthly, quarterly, and annual rhythms. This creates predictable reviews, clear accountability, founder visibility, and investor-ready reporting that keeps the business aligned and moving forward.

CFO Tech Stack

We layer automation and AI once the process is clear and stable. Integrated systems, automated reconciliations, live dashboards, and data room automation reduce manual effort while delivering real-time visibility and scale-ready execution.

Consulting Clients

- KisaanLink
- Food Fab
- Strawcture Eco
- Milaap
- Biz Analyst
- Finance Buddha
- Carry Your Bottle
- 31 Parallel
- Mowofleet
- Quest Alliance
- Valtrix Systems
- Leafcraft
- Growfin
- Avils
- MRES
- PTW
- eBikego
- Advity Infomedia
- IED Communications
- Gladminds
- Stitching Doen
- Uniservice
- Charzer
- Venttup
- Aviotron Automations
- easyrewardz
- TherapHeal
- Citium Motors
- Rernote AI
- GoZircle
- Crewscale
- Lynkread
- Suncharge
- Beacon
- Lambert
- Aviratech

CFO Clients

- Kaladhar
- Value Gold
- Aviotron
- Perceptyne
- Track3D
- Shvasa
- Beacon.Li
- McD Berl
- Nopo Nano
- Duuet Care
- Cancelled Plans
- Suncharge
- Perceptyne Roots
- Rernote AI
- SecPod
- ConstructnAI
- Marut Drones
- D2C ECommerce
- Aegeus
- Spintly
- iMagnum
- ASP RCM
- LiteStore
- Vrisva
- Orbit Beyond
- General Aeronautics
- m16 Labs
- Clairco
- Digital Futures Lab
- Mystifly
- Viga
- Thrive
- Gloroots
- Lesoko
- Nimble Vision
- Molsys
- FLS Media
- Beacon
- Salvation Healthtech
- Cancelled Plans
- Venttup
- ESCA Healthcare

Segments we serve

- Manufacturing
- Platform
- Fintech
- Catering
- Robotics
- EV/Hybrid
- Computer Graphics
- Food Tech
- Health Tech
- Consulting
- Sales Tech
- Staffing
- AdTech
- Consumer
- Manufacturing
- Services
- Product
- Cybersecurity
- Industry 4.0
- TravelTech
- Drones
- Renewable Energy
- AgriTech
- IoT
- Drone
- Co Living
- D2C/ECommerce
- US RCM
- Deep Tech
- High Tech
- E-Commerce
- SaaS
- AI
- Industry Exhibition
- EdTech
- Space Tech
- NanoTech
- Semiconductor
- VLSI
- Health Tech
- Space Tech
- Platform
- Cyber Security
- Energy Tech
- Med Tech

Investor Ecosystem

- 3one4 Capital
- Axilor Ventures
- Sharrp Ventures
- Villgro
- Social Alpha
- IIMB NSRCEL
- Sprout Ventures
- Arali Ventures
- Paradigm Shift
- Java Capital
- Endiya Partners
- Zenfold
- Sorin investments
- Capital A
- T-Hub
- Wadhwani
- Fireside Ventures
- Cactus Ventures
- Elev8 VP
- SilverNeedle Ventures
- Mela Ventures
- Prarambh Ventures
- Inflexor Ventures
- IKP Eden
- IVenture @ ISB
- Yali Capital
- Saama Capital
- Bessemer VP
- Stellaris VP

Why SRF is a studio

SRF operates at the intersection of multiple business-critical disciplines, and for these functions to work effectively in conjunction, it requires a fundamentally different approach to structuring teams. To address this, we adopt a **pod structure**, a model that brings together cross-functional expertise into integrated units, each aligned to a shared objective. This enables seamless collaboration, real-time decision-making, and a unified approach to execution. By embedding multiple capabilities within a single structure, we ensure that every strategic decision is financially grounded, operationally viable, and execution-ready, driving consistency and momentum across every stage of the business lifecycle.

Our Disciplines

Strategy Consulting Defines direction and long-term growth priorities.	Strategy Labs/Sprints Drives execution through focused sprints and rapid interventions.	Investment Banking Manages transactions and strategic capital events.	Funding Readiness Positions businesses for successful capital raises.
Fractional CFO Flexible financial leadership for structured decisions and growth.	Financial Controllershship Ensures financial discipline, accuracy, and visibility.	Financial Planning & Analysis Drives forecasting, planning, and financial decision-making.	Compliance & Governance Ensures regulatory alignment and strong governance frameworks.
Tax & Compliance Ensures regulatory adherence and financial efficiency.	Internal Audits Strengthens controls, processes, and accountability.	Due Diligence Assesses risks, validates assumptions, and ensures readiness.	HR Business Partnering Aligns people strategy with business goals.

Our Pod Structure

To bring structure to a wide range of business-critical disciplines, we have consolidated them into focused pods, each representing a cluster of related capabilities. This allows us to move from multiple standalone functions to a more streamlined, process-driven model.

At the core of this structure is **Team A**, a group of senior leaders, where each member takes ownership of a specific pod. Every pod is led and managed by an experienced specialist, ensuring depth, accountability, and high-quality execution within that function. While each lead drives their respective area, they operate as part of a tightly aligned team, working in coordination to deliver integrated outcomes. This approach ensures that while expertise remains specialized, execution is always connected enabling clarity, speed, and consistency across all engagements.



Pods



Strategy Consulting/Labs

This defines the overall direction of the business and ensures its execution through structured interventions. It combines long-term strategic thinking with on-ground execution via sprint-based approaches. From market entry and growth strategy to business model validation, this pod anchors decision-making. It works closely with leadership to translate vision into actionable roadmaps. Through continuous testing, iteration, and refinement, it ensures strategies remain practical and outcome-driven. It also aligns cross-functional efforts, ensuring that all initiatives are guided by a unified strategic intent.



Investment Banking

This pod manages all capital-related activities, including fundraising, investor engagement, and strategic transactions. It supports businesses across stages in raising equity or debt and structuring deals effectively. The team works on positioning, financial storytelling, and investor communication. It ensures alignment between business potential and investor expectations. The pod also advises on valuation, deal structuring, and negotiation strategies. The focus is on enabling access to the right capital at the right time while maximizing long-term value.



Financial Planning & Analysis

FP&A drives financial planning, forecasting, and performance tracking across the business. It translates strategic plans into detailed financial models and budgets. The team continuously monitors performance against targets, enabling data-driven decisions. It works closely with other pods to ensure financial alignment in every initiative. It also supports scenario analysis and strategic decision-making through financial insights. The focus is on visibility, predictability, and proactive financial management.

Pods



FinOps – CFO Office

This pod ensures financial discipline through strong control mechanisms and structured reporting. It manages cash flows, financial operations, and compliance from a controllership lens. The team ensures accuracy, transparency, and reliability of financial data. It builds systems and processes that support scale and governance. It also strengthens internal controls and reporting frameworks. The focus is on maintaining financial health, operational efficiency, and control across the organization.



Due Diligence

The Due Diligence arm focuses on evaluating the credibility, risks, and overall readiness of a business, particularly in the context of investments or strategic decisions. It involves a deep dive into financials, operations, market positioning, and supporting documentation to identify potential red flags and validate assumptions. This pod plays a crucial role in building investor confidence by ensuring that the business stands up to scrutiny and is prepared for external evaluation.



Compliance – Company Secretary

This pod ensures that the business operates within regulatory frameworks and follows strong governance practices. It manages legal compliance, corporate governance, and statutory requirements. The team builds structures that enhance accountability and transparency. It works closely with finance and operations to ensure adherence across functions. It also helps establish policies and frameworks that support long-term scalability. The focus is on sustainability, risk mitigation, and building a compliant, well-governed organization.

Team



SRIRAM CHIDAMBARAM

Founder & Managing Partner, SRF Capital Studio

Sriram Chidambaram is a seasoned finance and management professional with over two decades of experience, and the driving force behind SRF Capital Studio. He has been instrumental in shaping the firm's approach to strategic finance — moving beyond traditional advisory to building institution-grade financial systems for startups and growth-stage companies. At SRF, he leads the integration of finance with strategy and execution, enabling businesses to operate with clarity, discipline, and investor readiness.

Under his leadership, SRF Capital Studio has worked with over 200 startups and currently manages CFO offices for 40+ enterprises, supported by a team of 25+ professionals. Sriram has served as a fractional CFO for 30+ startups, building finance functions from the ground up, implementing FP&A systems, and strengthening financial controls and governance frameworks. His work focuses on helping founders transition from intuitive decision-making to structured, data-driven growth.

Prior to SRF, Sriram held leadership roles across garment manufacturing and IT/ITeS industries, managing finance, operations, and workforce functions across geographies including India, Mauritius, the Philippines, and the United States. A Fellow Member of ICAI India and an Associate Member of CIMA (UK) and ICSI India, he has also completed executive education at IIM Bangalore, The Wharton School, and INSEAD. He is an active thought leader, having engaged with over 3,000 founders through mentorship, workshops, and strategic advisory.

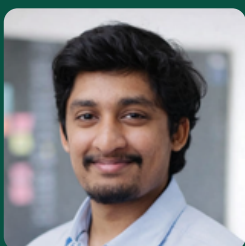
Team A



KARTHIK BEKNAL

Head – Strategy Consulting & FP&A

Karthik Beknal leads Strategy Consulting and FP&A at SRF Capital Studio. He specializes in building strategic clarity and translating it into financial plans and growth frameworks. His work includes business strategy, financial modeling, and performance management. He works closely with founders to align vision with execution and financial outcomes. Karthik has worked with 30+ clients, driving structured and scalable growth. His approach ensures that decisions are both strategically sound and financially grounded.



SRIKAR KADMISETTY

Lead – Financial Controllership (FinOps)

Srikar Kedarisetty leads Financial Controllership (FinOps) at SRF Capital Studio. He specializes in financial analysis, MIS reporting, budgeting, and forecasting. He ensures strong financial controls and operational discipline across engagements. His work focuses on building robust financial systems and improving reporting accuracy. Srikar supports multiple clients in managing financial operations with consistency and reliability. He brings a detail-oriented approach to maintaining financial health and control.



MOUNIKA ANANTUNI

Lead – Due Diligence & Internal Audits

Mounika Anantuni is a Chartered Accountant at SRF Capital Studio, leading Due Diligence and Internal Audits. She specializes in business planning, MIS & budgets, due diligence, and statutory compliance. She plays a key role in evaluating risks and strengthening financial and operational frameworks. Her work includes supporting pre-diligence, diligence, and audit processes across clients. Mounika has worked with multiple organizations to improve financial integrity and compliance. She brings a structured and meticulous approach to risk assessment and governance. She has handled more than 100 Due Diligences with SRF.

Our Team Structure



SAI PRASANNA

Lead – Founder's Office & HR Business Partnering

Sai Prasanna leads the Founder's Office and HR Business Partnering at SRF Capital Studio. She oversees people operations, internal coordination, and strategic initiatives across the organization. She plays a key role in aligning teams, managing workflows, and driving operational efficiency. She has supported multiple clients in HR business partnering and organizational development.



HARIPRIYA V

Lead – Investment Banking & Strategy Labs

Haripriya V leads Investment Banking and Strategy Labs at SRF Capital Studio. She specializes in project management, data analysis, and strategic execution. She drives sprint-based interventions and manages fundraising and investor interactions. She has worked with multiple clients across strategy and capital engagements.



MANAVI

Lead – Compliance & Governance

Manavi Arora is a qualified Company Secretary Associate at SRF Capital Studio, leading the Compliance & Governance pod. She specializes in transaction advisory, due diligence, FEMA compliance, and startup funding. She ensures regulatory alignment and builds strong governance frameworks. She has worked with multiple clients to drive compliance and structured governance practices.



SANSKRITI JHAVERI

Lead – Impact Consulting, Growth & MSME

Sanskriti leads Impact Consulting, MSME Practice, and Strategic Initiatives at SRF Capital Studio. She focuses on building and scaling the firm's impact consulting vertical while driving MSME-focused deliverables. She plays a key role in leading growth and strategic initiatives across the organization. Her work ensures structured execution and expansion across high-impact sectors.

The Studio Model

Continuous model, not transactional

Long-term partner in growth.

Integrated Approach

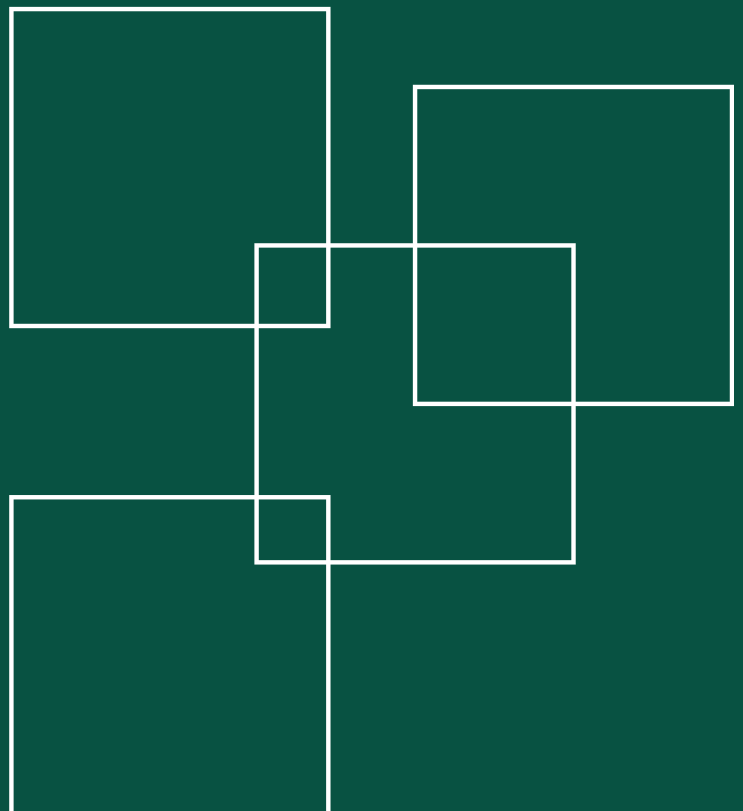
Strategy + Capital + Execution in one place.

Strategy Labs

Structured research + Deep dive
+ Interventions across functions

Studio Connect

Capital & Ecosystem Access





Strategy.
Capital.
Execution.

