Agenda

- About Pristine
  - Detailed Workshop Outline
  - Contact Information
Pristine is

Leader in trainings for Finance and
Authorized by CFA Institute (CFA), GARP (FRM), PRMIA (PRM) and
Has a Topic Expert Model (TEM) and
Serves a marquee client list (JPM, BA, E&Y, IIM Cal, NUS, etc.)
<table>
<thead>
<tr>
<th>Organization</th>
<th>Key Authorization</th>
</tr>
</thead>
</table>
| CFA Institute (2010-11) | Authorized Training provider – CFA  
Pristine is now the authorized training provider for CFA Exam trainings. Pristine is largest training provider for CFA in India with presence across seven major cities. |
| GARP (2007-11) | Authorized Training provider -FRM  
Largest player in India in the area of risk management training. Trained 1000+ students in risk management |
| FPSB India (2010-11) | Authorized Training provider -CFP  
An authorized Education Provider for Chartered Financial Planner Charter. |
| PRMIA (2009-11) | Authorized Training provider – PRM/ APRM  
Sole authorized training for PRM Training in India. Largest player in India in the area of risk management training. Trained 1000+ students in risk management |
<table>
<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td>Real Estate Modeling</td>
<td></td>
<td>Financial Modeling in Excel</td>
<td>Financial Modeling in Excel</td>
</tr>
<tr>
<td></td>
<td>Senior Associates were trained on building valuation models for real estate</td>
<td></td>
<td>The Real Assets Group were trained in Excel for infrastructure and real-estate modeling</td>
<td>Bankers were using excel models that they could not understand. Conducted financial modeling in Excel trainings to bridge the gap</td>
</tr>
<tr>
<td></td>
<td>Bankers were trained on making integrated models for project finance and infrastructure.</td>
<td>CFA (2010)</td>
<td>Risk Management and Quant. Analysis</td>
<td>Risk Management and Quant. Analysis</td>
</tr>
<tr>
<td></td>
<td>Students were facing a gap in the overall understanding of finance topics like corporate finance, FSA and valuation. Provided training for over 100 hours to bridge the gap</td>
<td></td>
<td>IT Professionals of Credit-Suisse India were trained on risk management.</td>
<td>New joinees in HSBC had a gap in knowledge of Risk Management and quantitative skills. Conducted trainings (On campus) to bridge the gap</td>
</tr>
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## Key Associations

<table>
<thead>
<tr>
<th>University</th>
<th>Year</th>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUS Business School</td>
<td>2011</td>
<td>Financial Modeling in Excel</td>
<td>Second year MBA students were given a full 2-day workshop on creating financial models. They learnt how to create integrated models of valuation.</td>
</tr>
<tr>
<td>IIM Calcutta</td>
<td>2010-11</td>
<td>Financial Modeling in Excel</td>
<td>Students about to go for internships and join jobs found a gap in their grasp of knowledge of excel for financial modeling. Conducted training for 75+ students with an average rating of 4.5+</td>
</tr>
<tr>
<td>FMS Delhi</td>
<td>2010-11</td>
<td>Financial Modeling in Excel</td>
<td>Final Year MBA students of Faculty of Management Studies, Delhi University were trained in financial modeling so as to prepare them better for a job in finance.</td>
</tr>
<tr>
<td>NISM</td>
<td>2008-11</td>
<td>Derivatives in Hedging</td>
<td>Corporate in Ludhiana incurred huge losses because of derivative trades (for hedging). Conducted trainings for directors and CFOs for better understanding of derivative products</td>
</tr>
<tr>
<td>IIT Delhi</td>
<td>2009</td>
<td>Corporate finance</td>
<td>Students get placed in finance companies (UBS, GS, MS, etc) with no understanding of the subject/ Job Profile. Conducted workshop to bridge the gap</td>
</tr>
<tr>
<td>BITS Pilani</td>
<td>2009</td>
<td>Workshops on Basics of Finance</td>
<td>Most of the students desire a career in finance. Conducted training for 350+ students with an average rating of 4.5+</td>
</tr>
<tr>
<td>IEMR Delhi</td>
<td>2010-11</td>
<td>Financial Modeling in Excel</td>
<td>Final Year MBA students of IEMR went through extensive financial modeling workshop to acquire skills of financial modeling.</td>
</tr>
<tr>
<td>IIM Indore</td>
<td>2011</td>
<td></td>
<td>First Year MBA students of were trained in financial modeling so as to prepare them better for their summer internship.</td>
</tr>
</tbody>
</table>
Indicative Instructor Profile

Paramdeep Singh, Director and Faculty, Pristine

- Paramdeep has an extensive experience in the training (Co-founder and director, Pristine) financial services (Senior Manager, Standard Chartered Capital Market) and consulting (Consultant, Accenture Management Consulting).

- Has trained participants from HSBC, Bank of America, JP Morgan, Mizuho Bank, NISM, IIM Calcutta, IIM Indore, FMS, IEMR, chandoo.org in the area of Financial Modeling in Excel, Project Finance, Quantitative Analysis for Risk Management, receiving very good rating.

- He raised growth capital for organizations and helped them improve their revenues and has authored research papers and trained 1000s of senior people in the area of financial modeling, quantitative analysis and risk management.

- Paramdeep is an MBA from IIM Indore, where he secured the highest CGPA in his batch. He has completed his B. Tech and M. Tech in Mathematics and Computing from IIT Delhi
Indicative Instructor Profile

Pawan Prabhat, Director and Faculty, Pristine

• Pawan is a co-founder of Pristine and has earlier worked in senior management positions investment banking and risk-management.

• During his stint with Standard Chartered Securities, he successfully lead managed various IPOs worth more than INR 3 billion and has been the main point of contact with the promoters and the funds.

• Working with Crisil- a Standard & Poors Company, he has advised leading banks on India in developing internal rating models and calculating capital for Basel II requirements. He has published research paper and has co-authored articles on risk management in national finance daily- Hindu Business Line.

• He has conducted finance trainings for corporate and colleges like Bank of America, National University of Singapore, IIM Indore etc.

• He is an avid reader and has been involved in dramatics, quizzing and bridge.

• He has done his MBA from IIM Indore and is a B. Tech from IIT Bombay in mechanical engineering.
Anil Bains  VP, Pristine

- Presently working in senior management position with Neev Knowledge Management Pvt. Ltd
- Extensive experience in the financial domain and has conducted several trainings for quantitative techniques, risk management and financial modeling.
- Holding International Certificate in Banking Risk and Regulation by Global Association of Risk Professionals (GARP), Certified FRM, and a CFA Level-III candidate
- Conducted 3000+ man hours of training and corporate trainer for global brands like Mizuho Bank, JP Morgan, Bank of America, Financial Planning Board of India (FPSB) and has trained students from leading Business schools like Sydneham, Welingkar, FMS, IIMC etc.
- Anil is a graduate from IIT Roorkee and was the district topper in NTSE preliminary exam and was a ranker in Regional Mathematics Olympiad
Indicative Instructor Profile

Atul Kumar, Director and Faculty, Pristine

- Atul has an extensive experience in the financial domain, both in the industry as a practitioner as well as in classroom training and coaching sessions as a proficient instructor

- Prior to his association with Pristine, Atul has worked with Reliance Capital(India) in their Private equity Investment team as a Manager, and has worked on several marquee deals from origination to execution. Before that Atul was part of SBI Treasury, where he worked in the team responsible for investment in Alternate Assets including private equity, funds etc.

- He has worked across products, sectors and geographies, gaining an all around exposure in the Indian Equity Capital Markets, investing money in real estate, transformers, Power industry

- Atul is an MBA from IIM Indore, and a B.Tech from IIT Kharagpur

- Atul is an avid traveler and trekking enthusiast. He has also participated in many expeditions for white water rafting on various rivers across India.
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Business Acumen for IT Managers

16 Hours session
Objective

- Project Managers at leading IT project accounts worth millions of dollars. Project managers handle the complete P&L responsibility of the project and can improve on the business planning aspect
  - Right now, they might not be able to appreciate
    - How to create a complete business plan for the project
    - Model for evaluation, which includes the assumptions, P&L and B/S Projections, NPV, IRR, Breakeven, Payback etc.
    - Scenario analysis for evaluating the project (Getting the worst case, best case and planning for the risks)

- After completion of this program, the participants
  - Understand the basics elements of financial statement analysis and valuation
  - Understand analysis and valuation techniques
  - Understand how to create a complete business plan and corresponding integrated model in excel
  - Model for assumptions, P&L, B/S, Projections and evaluation tools like breakeven, payback, etc.
  - Conduct scenario analysis on important assumptions and parameters to evaluate the project
## Business Acumen for Managers - Basics

<table>
<thead>
<tr>
<th>Financial Statements &amp; Financial Statements Analysis</th>
<th>Understanding Income Statement, Balance Sheet, Cash flow statement Integrated interactive game on financial statements, Quiz and concept checkers Ratios Analysis Valuation techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excel Productivity</td>
<td>Shortcuts and referencing framework Using Array and lookup functions Pivot Tables Scenario and Sensitivity analysis Formatting sheets effectively</td>
</tr>
<tr>
<td>Case Studies</td>
<td>Ratio Analysis and financial evaluation Component matching Consolidating and analyzing revenues Performance analysis with changing assumptions Calculating synergies Creating a Dashboard</td>
</tr>
</tbody>
</table>
## Business Acumen for Managers – Integrated Business Planning Exercise

<table>
<thead>
<tr>
<th>Building the assumptions Sheet</th>
<th>Billing Days per month-Onsite, Offsite Billing Hours per day</th>
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<tbody>
<tr>
<td>Revenue Assumptions</td>
<td>Onsite Short/ Long-Term Billing Rate Offshore Billing Rate Contractor Billing Rate</td>
</tr>
<tr>
<td>Cost Assumptions</td>
<td>Long, Short Trip, Conveyance and Visa Cost Insurance + Medical Reimbursement Hardware, Software, Training Cost</td>
</tr>
<tr>
<td>Projecting Statements</td>
<td>Revenue and Cost Build-Up Projecting Profit &amp; Loss Statement Building the cash flow statement</td>
</tr>
<tr>
<td>Analysis</td>
<td>Breakeven Point Profitability Internal rate of Return Net Present Value Scenario Analysis using key parameters</td>
</tr>
</tbody>
</table>
## Offering

### Methodology
- Case Study based Learning ✓
- Live Examples ✓
- Slide pack ✓
- Excel Models ✓
- 24 x 7 Access to Material ✓
- Certificate of Participation ✓
- Evaluation and Certificate of Excellence* ❌

### Resource Requirement
- Laptop at Participant End ✓
- MS Excel 2007 ✓
- Broadband connection ✓

*Available on Request*
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<tr>
<td><strong>Pawan Prabhat</strong></td>
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<td>+91 986 762 5422</td>
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