

Note For Approval

Krisumi Corporation P Ltd.

CFO Forum Membership - IMA India

11/08/2025

Description of item

Vendor

Cost

1

CFO Forum Membership for the Company's CFO



IMA India

₹220,000

₹220,000

Note:

1. To be updated with the latest regulatory changes. To participate in various industry forums.
2. Annually renewable
3. Taxes extra as applicable

 Manu Gupta Proposed By	 Yujikato Approved By	 Akash Khurana Approved By
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Manu Gupta

From: Garima <garima@ima-india.com>
Sent: 25 July 2025 11:28
To: Manu Gupta
Subject: External Mail :IMA-India CFO Forum Value Proposition
Attachments: IMA-India Partnership.pdf; The India Chief Financial Officers' Forum - List of Members as on 9th July 2025.pdf; The India CFO Forum Sessions Schedule - July 2025..pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mr Gupta

Thanks for giving time to us for meeting, we would love to have you and Mr Singh on-board as our CFO member too. Please let us know for the way ahead. Mr Sanjeev Kumar Sharma and Amit Jain are also part of our CFO Forum too from M3M and Brookfield.

IMA India, an Asia focused *business research and advisory company* provides intelligence and insights through various platforms. These include Peer Group programmes for top management, proprietary research and conferences. IMA's Forum is one of the largest content-oriented Forums for business leaders in India and indeed the Asia Pacific region. Also, please find that IMA has acquired CFO Collective also, so our member base has gone stronger too.

Please find the Value proposition for CFO forum below, also find latest member list and sessions till date.

Value proposition of the Forum:

1. **Interactive closed door briefing sessions/webinars** by authoritative speakers, approximately every 3 weeks. Each of the meetings is extensively documented and hence, an excellent source of reference material. Sanitized video recordings of the webinars are also posted on our website.
2. Additionally, members find value in the written content relating to the operating environment for business as well as on key issues of relevance to the Finance function. As mentioned during our meeting, we share the following papers on a regular basis with our CFO Forum members:
 1. **BCPI** - a quarterly report based on a business confidence survey that we run amongst members of all our four Forums;
 2. **The Operating Environment Assessment Paper (OPS)** - a quarterly report on economy and politics that gives a quick assessment of the months gone by, and IMA's prediction for the coming ones.
 3. **India Brief** - a one-page monthly update on the operating environment in India;
3. Preferential registration fees, and first rights of refusal, for all IMA CFO Roundtables and Conferences
4. Complimentary e-copy of our quarterly journal, CFO Connect
5. Preferential rates for all IMA Research Reports

6. **Espresso Evenings with IMA** - we have commenced a new initiative for our Forum members, entitled **Espresso Evenings with IMA**. These are intended as short knowledge capsules of just 30 minutes, focused on one specific micro-issue at a time
7. Access to IMA's website (for all archived articles, podcasts, session videos, etc)
8. Whatsapp group of all CFO members base
9. Coffee meet –ups, informal way of connecting with peers in a cluster of 20-25 CFO's.

CFO Forum membership comes at an annual retainer of INR 2.2L +taxes– valid for 12 months.

Regards,

Garima Singh

IMA India

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Sushant Lok I, Block B

Gurgaon 122002

Mobile: 9819444269

Partner with IMA India to build CXO Thought Leadership and Branding



Who We Are

PROVIDERS OF KNOWLEDGE AND BUSINESS INTELLIGENCE

- One of the country's largest content-based peer group platforms for senior executives
- More than 2,000 clients – CEOs and functional heads – from over 1,500 member companies, Indian and global
- Extensive capabilities in macroeconomic, industry and management research offering incisive analysis to decision makers
- A unique model that couples internal research with knowledge harnessed from practicing managers and domain specialists



What We Do

Providing knowledge and business intelligence



Forums

- Member-based services for top business managers
- Provision of knowledge through briefings and research content
- Four forums run across 6 cities of India
- Affiliate services across the Asia Pacific

CEO Forum	150
CFO Forum	150
CHRO Forum	150
CMO Forum	150
Members	650
Members	300
Members	150


IMA hosts 150+ briefings a year



Research

- Insight market and industry research
- Economic analysis
- Research on benchmarking studies
- Proprietary studies for individual clients across issues and sectors
- Leveraging IMA India's vast network to gather insights and learnings

Executed assignments for some of the world's most prominent corporations



Conferences

- Country conclaves dedicated to CEOs, CFOs, CHROs and CMOs
- Closed-door platforms for senior executives to debate cutting-edge business issues
- Driven by internally-researched agendas, selective audiences and authoritative speakers and panelists

IMA hosts 6-8 full-day/offsite conferences a year



Publications

IMA CFO CONNECT

A first-of-its-kind monthly journal focusing on corporate strategy and finance – effective leadership of 12,000 top executives

- IMA India operates amongst the most exclusive and interactive CXO platforms in India, in various formats. Choose from multiple sponsorship options to enhance your brand appeal:
- 1) Roundtables and offsites: Multiple tiers of sponsorship options
 - 2) Briefing Sessions: Breakfast/ Dinner sessions & Forum webinars
 - 3) Coffee Conversations: Small-format Roundtables

- IMA India has deep expertise in developing research-based content for the top management executives. Acquire CXO mindshare by partnering with us on thought leadership initiatives:
- 1) Survey-based white papers
 - 2) One-on-one interview-based white papers
 - 3) Benchmarking exercises
 - 4) Best practices and case studies

Event Oriented Initiatives

Research Oriented Initiatives

Building Thought Leadership Initiatives



Event Based Thought Leadership Initiatives

Branding, Thought Leadership, Lead Generation

- Roundtables and Offsites: 2-3 day meetings at resort locations with ample time for close engagement both, formally and socially, represents a unique opportunity to build professional relationships on a neutral platform.
- Briefing Sessions: Closed door Physical sessions held in 6 cities across India on economic, business and management issues, typically of 90 minutes duration, held over Breakfast or Dinner.
- Coffee Conversations: Small-format discussions, bring together 5-6 CXOs from a selected list of companies chosen from IMA's CXO Forum clients.
- Multi-channel social media amplification using differentiated content (reports, videos, infographics) for rich, lasting digital campaigns



Roundtables

Two-decade Strong Camaraderie, Shared Knowledge, Networking, Relationship Building and Branding

- Closed-door, invite-only events for the C-Suite.
- With almost 100 conferences held over the past 26 years, IMA India provides one of the country's finest platforms for CXO discussions and exchanges.
- Hosted in landmark properties, platforms for learning, networking and sharing of experiences.
- Speakers and panelists drawn from a cross-section of business, professional and policy-making domains, amongst the most authoritative minds in India.
- Agenda developed by IMA India's in-house research team, leveraging our extensive knowledge base and intellectual capital.



IMA's Briefing Sessions Now in a Hybrid Mode



Physical briefing sessions held
in 6 cities across India



Closed door briefings on
economic, business and
management issues



Virtually enhanced with live-
streaming over Zoom



Discussions led by
authoritative speakers



Engaging discussions designed to
maximise speaker-participant
interactions (even remotely)



Learnings reinforced via
videos, infographics and
written summaries



Coffee Conversations

Small-format Roundtables

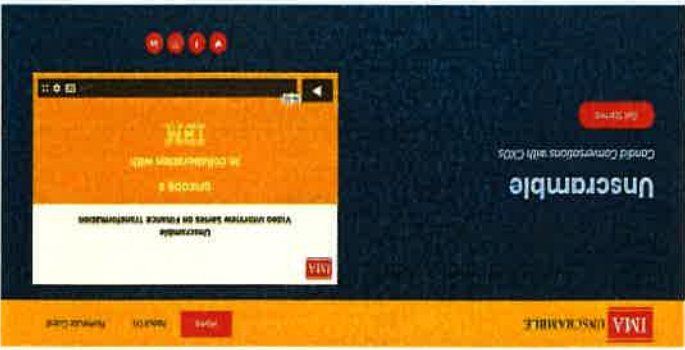
- Bring together 5-6 CXOs from a selected list of companies chosen from IMA's CXO Forum clients.
- These are more intimate formats of 45-60 minutes, wherein participants have a moderated conversation amongst each other
- They enable more in-depth discussions on the topic as well as facilitate relationship building amongst the participants.
- Can be executed as either virtual or physical events.
- IMA will be solely responsible for end-to-end execution.



Unscramble

Candid Conversations with CXOs

- IMA's proprietary platform that features video-based interactions with CXOs.
- Featuring top management and industry veterans on critical business and management issues.
- Vast topic coverage ranging from demand and supply related challenges, digital transformation, technology adoption and evolving business models.
- Videos are carefully curated to be short, topic-specific and insightful in order to receive high viewership



Research & Market Insights

Keeping CXOs Informed on Top Level Issues

<ul style="list-style-type: none"> • Global Macro Economic Update and Outlook • Indian Economic Update and outlook • Operating Environment Assessment • Asia Brief 	<ul style="list-style-type: none"> • Energy, Geopolitics and the Economy • Finance Budget • Make in India • The Insolvency and Bankruptcy Code • Sector-wise Outlook and Prospects 	<ul style="list-style-type: none"> • Covid-19 Impact on Compensation and Hiring • The New Labour Code • Succession Management • Best Practices • Increments and Attrition update
<ul style="list-style-type: none"> • Winning Finance • Transforming Digital • Embracing Digital Transformation • Technology Adoption Case Studies • Digital Currencies and Outlook 	<ul style="list-style-type: none"> • Brands • Leveraging Data To Become a 'Consumer-First' Organisation • Covid-19: The New Branding Imperatives • The Role of Digital Marketing • Brands and Artificial Intelligence 	<ul style="list-style-type: none"> • Managing Currency Risks • Decoding the New Tax Rules • Governance: The CFO's Remit • Cyber Security: Key Challenges and Trends



Research and Market Insight

Our Portfolio of Research Reports

HR

The 2021 Executive and Board Remuneration Report



IMA India's FY22 Attrition Benchmarking Study



The 2019 Diversity and Inclusion Report



The FY22 Salary Increments Benchmarking Study



Finance

Finance Department Performance Benchmarks



2020 Accounts Closing Benchmarks Report



India's Agriculture Sector: Opportunities and Challenges



The 2020 Digital Marketing Benchmarks Report



Economic and Thematic Studies

The India Employment Report 2017



Diversity Underlying Unity: A Study on India's States 2018



The India Consumption Report 2016

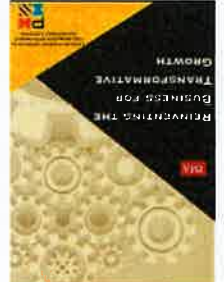


Research Based Thought Leadership Initiatives

Branding, Thought Leadership, Lead Generation

- Survey-based white papers are based on in-depth surveys that seek inputs from CXOs on pressing management and functional issues
- Investigative, interview-based white papers are interview-based studies to capture qualitative insights and real-life experiences
- Vast reach among the CXO community
- Event-oriented engagement includes a curated event with a targeted CXO audience that builds upon the findings of the white papers to emphasise thought leadership and bring out insightful content
- Multi-channel social media application using differentiated content (reports, videos, infographics) for rich, lasting digital campaigns

Recent Studies Undertaken



Insight beyond information

Outcomes

- ✓ Thought leadership positioning
- ✓ High quality business leads
- ✓ Networking opportunities
- ✓ Rich conversations with prospects
- ✓ Trove of digital marketing-worthy content
- ✓ Enhanced brand equity

Social Media Engagement

A Dedicated Microsite

Curated Event

Webinar Participants:

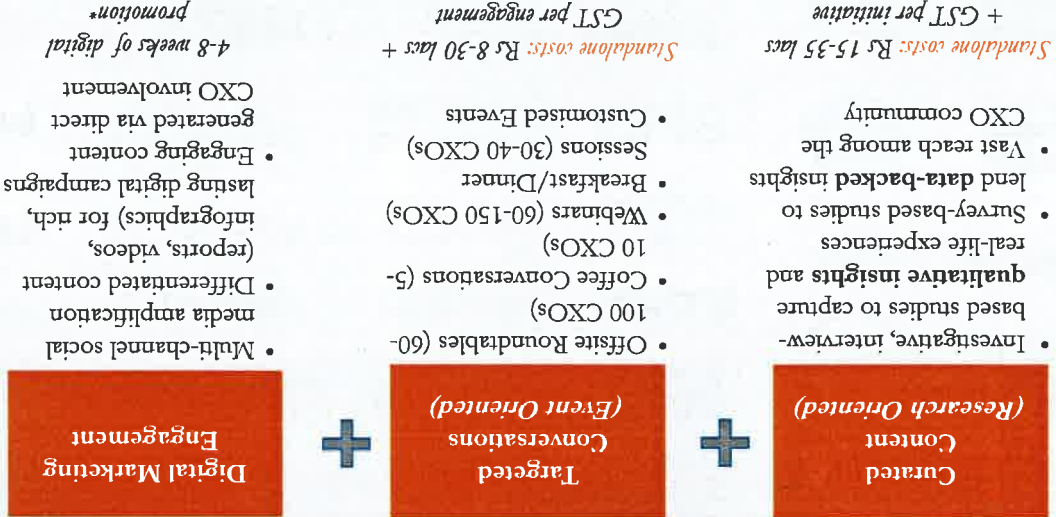
- ✓ Sundaram Clayton
- ✓ Renault Nissan
- ✓ Repsol
- ✓ Apollo Tyres
- ✓ House of Hirandani
- ✓ PPG Asian Paints
- ✓ Kinoksha Oil Engines
- ✓ Blue Dart
- ✓ The South Indian Bank
- ✓ Avery Dennison

Thought Leading Content

A Crafted CXO Engagement: Illustration

* The contents of this document are confidential.

The IMA Partnership Proposition



IMA's team will craft a **concered CXO engagement** that leverages all three components for a high impact, differentiated outreach strategy

* Not offered standalone

*Time horizon - IMA recommends a minimum duration of 3-4 months and a maximum of 6-9 months, for planning and executing all proposed activities.

Partnership Benefits for a Sponsoring Company



IMAs Prominent Partnerships

Over the years, IMA has partnered with a number of prominent companies towards holistic CXO outreach strategies comprising of content and event-based initiatives.



IMA's Network and Operations



