



KATELIX

# Your Business Transformation & CFO Leadership Partner

Senior, board-level leadership -  
without the cost of full time CXOs.



# About Us

**Katelix is a business transformation and fractional CFO partner for founders, boards, and leadership teams navigating scale, complexity, and change.**

- We bring senior, board-level leadership into growing businesses — without the cost or rigidity of full-time CXOs.
- We partner with founders, owners, and senior leadership
- We help to professionalize operations, strengthen decision-making, and unlock sustainable growth through solid execution.

**Built by Business Leaders. Designed for Business Owners.**

# Who We Are Best Suited For

Founder-led businesses  
entering scale

PE / VC-backed firms  
needing governance

Regional businesses  
expanding into GCC

Boards needing senior  
finance leadership  
without full-time CXO



# Our Approach

## We Make Your Business Goals Our Priority

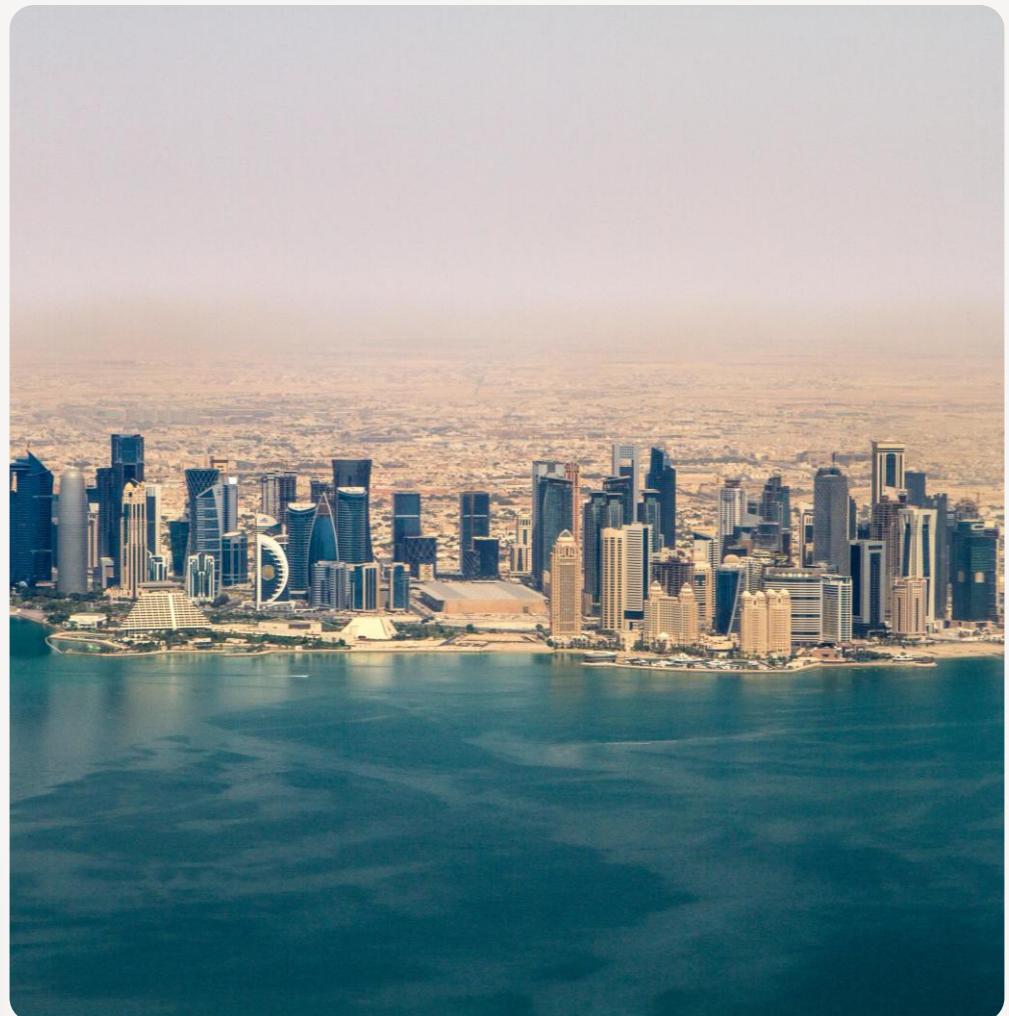
- We engage proactively, anticipating challenges before they become problems.
- We carefully tailor our advisory and transformation services to fit the unique needs of each individual or business.
- We provide a variety of bundled service packages to suit your needs with flexible options.

**We don't just advise from the sidelines, we work alongside you through solid execution.**

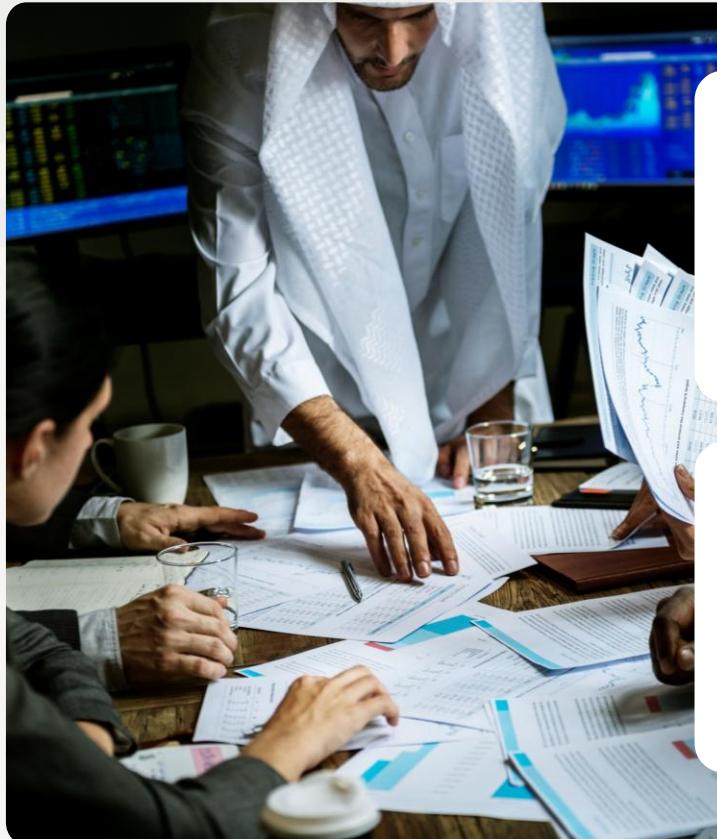


**Continuous Change Requires Continuous Innovation**

Peter Drucker



# How We Work



## 1 Diagnose & Baseline

Rapid assessment of strategy, operations, finance, and governance to identify priority gaps.

## 2 Design the Roadmap

Clear, practical roadmap with priorities, timelines, and accountable owners.

## 3 Execute Alongside Leadership

Embedded execution support to translate decisions into disciplined action.

## 4 Govern, Track & Sustain

KPIs, governance, and reporting to sustain performance improvements.

# Core Advisory



## Business Transformation

We help promoters, boards, and leadership teams improve performance, strengthen governance, and build scalable, future-ready businesses.



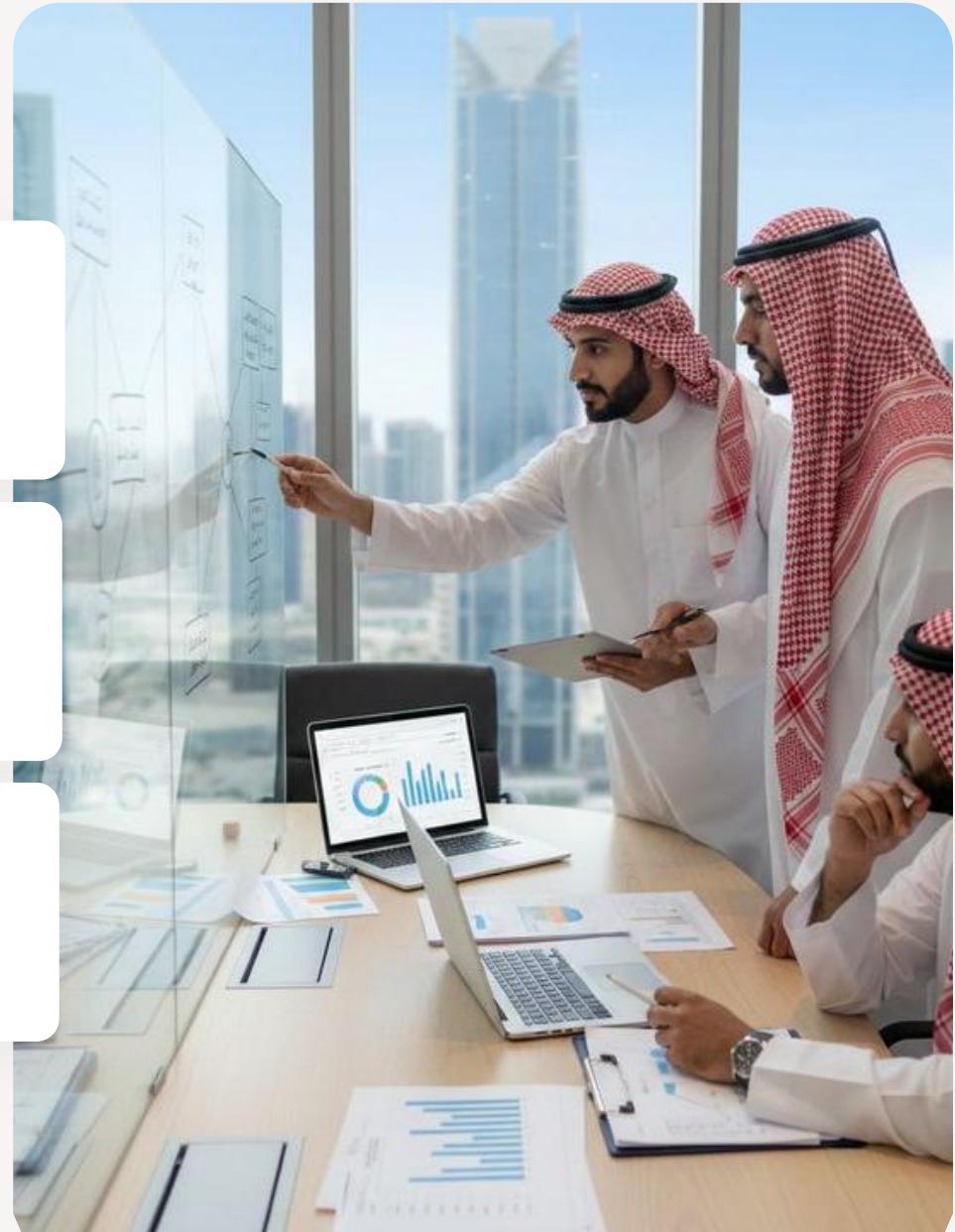
## Fractional CFO

We provide growing and mid-sized businesses with access to senior-level financial leadership on a flexible, cost-effective basis.



## Operational excellence & process optimization

We help organizations improve efficiency, strengthen process discipline, and build scalable operating models.



# Growth & Support



## Accounting & finance support for UAE & GCC Businesses

We provide reliable Accounting and Finance Support Services to UAE and GCC-based companies, helping businesses maintain accurate records.



## B2B Outbound Client Acquisition & Outbound Growth

We help B2B companies build a predictable outbound system that consistently books qualified sales calls.



## Recruitment & Talent Acquisition

We help organisations attract, hire, and onboard the right talent while allowing leadership teams to stay focused on growing the business.



# Business Transformation



- Strategy & Business Model
- Operating Model & Process
- Financial & Performance
- Governance, Risk & Compliance

- Diagnostic & Baseline
- Transformation Roadmap
- Execution & Performance Improvement
- Governance & Change Management
- Tracking & Value Realisation

- **25-40%** Performance Improvement
- **30%** Cost & Process Efficiency
- **20-35%** Leadership Time Recovered
- **100%** Governance Clarity

# Fractional CFO



- Financial Strategy & Leadership
- Performance Management & MIS
- Cashflow & Capital Management
- Governance, Controls & Compliance

- Financial Diagnostic & Baseline Review
- Finance Roadmap & Prioritisation
- CFO Leadership & Execution
- Governance & Stakeholder Management
- Performance Tracking & Improvement

- **30-50%** Improved Financial Visibility
- **100%** Governance & Control Coverage
- **20-35%** Finance Efficiency Gains
- **20-40%** Stronger Cashflow Control

# Our Team



## Vikas Chadha

*Principal – Business Transformation & CFO Advisory*

- Business transformation leader with 25+ years' experience in advising founders, boards, and leadership teams
- Expertise across strategy, finance, operations, governance, and growth
- Track record in scaling businesses, turnarounds, fundraises, and exits
- Experience across India, UK, USA, Middle East, and APAC



## Yashoda Bhatia

*Principal CFO Advisory and Process Excellence*

- Senior finance & transformation leader with 20+ years' experience across KSA, UAE, Middle East, Hong Kong, and India
- Former Middle East CFO for a global communications agency; scaled the business ~5x with strong governance and financial discipline
- Principal Advisor, Middle East — supporting resilient, compliant, and profitable growth aligned with Vision 2030



## Anshul Chadha

*Marketing Specialist*

- B2B outbound acquisition specialist driving qualified sales conversations through data-driven systems
- MSc in Strategic Marketing from Imperial College London; expertise in ICP research, analytics, and scalable growth
- Experience across London, GCC, and India; mandate focused on consistently delivering booked sales meetings

# Companies We've Worked With

Trusted by Startups, SMEs & Growing Businesses



# Testimonials



We saw immediate impact on cash flows and governance after engaging Mr. Vikas Chadha and the Katelix team.”

**Nicolas Girot**

*CEO – Sport In Life – Dubai, UAE*



Katelix’s involvement ensured that our finance function operated at global best-practice standards.

**Mr. Anand Ramachandran**

*Co-Founder CFO - Kapitx*



The clarity and rigor introduced by the team at Katelix transformed how our board evaluates performance.”

**Ash**

*Earnifi CEO & Founder New York, United States*



Katelix brought institutional-grade thinking to our finance function. Mr. Vikas Chadha and his team helped us move from reactive reporting to strategic decision-making.”

**Jayant Puri**

*CEO and Founder, ISHI Global Services*

# The Katelix Advantage

## Board-Level, Execution-Led Leadership

We embed with founders and leadership teams to drive disciplined execution — not advisory from the sidelines.



## Proven Scale Across India, North America & GCC

Deep, on-the-ground experience navigating growth, regulation, governance, and capital across India, North America and the Middle East.



## End-to-End Finance & Transformation Ownership

From strategy and operating models to controls, compliance, and performance — we own outcomes, not silos.



## Trusted Partner to Founders & Boards

We understand both the emotional and commercial realities of scale, acting as a long-term thought partner through complexity and change.





# Contact Us

**Let's discuss how we can support  
your next phase of growth.**



Dubai, United Arab Emirates



Mumbai, India



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