



## Corporate Transformation (Restructuring)

### Providing hands on support from Advisory to Execution in transforming /turnaround the businesses

Businesses go through constant challenges in this dynamic and ever-changing world. Besides mega world disruptions such as digital technology, financial crisis and recent Covid 19 which impacts almost all the businesses, ongoing challenges such as new competitions, falling margins, rising costs and liquidity crunch etc. require an agile process of identifying, reviewing, making choices and implementing new course on

actions. . Those who recognize and transform stand a better chance of not only survival but exceling under such circumstance

Crowe Transformation team provides a professional hands on support needed to steer the business through this transformation and turnaround.

#### Restructuring/turnaround

At times internal or external factors or both impact the business so severely that going concern becomes questionable. Incremental steps mostly based on internal bias or experience are resorted to address with little success. Our professional experience in managing such situations successfully with a structured approach has benefitted companies in reverting to profits with a sustainable Balance Sheet

#### Financial Crisis Management

While the underlying business fundamentals are still strong, there are situations which create momentary strain on the financial resources of the company and result in breaching the financial covenants etc. We provide right solutions either in form of negotiations with stakeholders or identifying financial venues to tackle the situation.

#### Performance Accelerator

In this competitive and disrupting age, business constantly need to readdress its strategies, tactics and competitiveness. We provide solutions ranging from strategy review to re-establishing the relevance of product/units/customer/supply chain portfolios. Policies on matters ranging from governance to credit control, to hedging are also scrutinized for improvement.

### Arif Choksy, Director-Business Transformation

#### Experience

- He worked with Uniliver group for two decades in various senior roles in finance, IT and commercial, and at various locations including South America, UK and Pakistan.
- Joined Dubai Cable Company (Ducab) in 2001 and had been Ducab's CFO till March 2019 and Company Secretary and Advisor till December 2019.
- Served on Board of AEI Cable UK, JBK Qatar and BICC MET Bahrain.

#### Professional Summary

He brings with him extensive corporate experience gained, globally and regionally with such national and multinational organisation as Ducab and Uniliver. Besides a core finance professional his expertise include hands on strategy

formulation and executing, Governance, Risk management, Capital structures / funding and business turn - arrounds (restructuring)

#### Professional Affiliations

Fellow of the Institute of Chartered Accountants in England and Wales.

Fellow of the Institute of Chartered Accountants in Pakistan.

#### Client & Industry Focus

- Manufacturing
- Cable and Wires
- Metals
- FMGG
- Food & Beverages
- Detergents
- Skin Care



**Arif Choksy**

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