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## elevate BUSINESS SOLUTIONS

Thamarai Kannan Govindan, Founder

COMMITTED TO  
DELIVER EXTENSIVE  
FINANCIAL ADVISORY  
CONSULTING &  
SERVICES



₹150





**COVER  
STORY**



**Thamarai Kannan Govindan, Founder**

We help your business grow through strategic and effective planning with a long-time approach and qualitative progressive outcome

# eEVAte BUSINESS SOLUTIONS

**MONEY TO BE RESPECTED  
WITH MONEY**

**L**ately, the business landscape has evolved significantly. Companies are investing more in technology and talent to meet industry and consumer demands, however financial management presents challenges beyond business planning. Given the hypercompetitive nature of the business ecosystem today, companies need to plan strategically and thus, investing heavily on financial advisory services is vital, not only as a potential tool for strengthening their business, but to overpower the existing competition solving the tangible problems. According to a recent study by Mordor Intelligence, the global financial advisory services market has generated \$105 billion in revenue in 2024, and is expected to grow at a CAGR of six percent by 2029. While many companies offer financial advisory services, only a few successfully meet clients' unique requirements. One such company is eEVAte Business Solutions, which provides customized financial advisory services to its clients.

Let's get to know about the company engaging in an exclusive discussion with Thamarai Kannan Govindan, Founder, eEVAte Business Solutions where he sheds light on the company's plus points.

**Can you provide a brief overview of eEVAte Business Solutions and its services? What inspired the establishment of eEVAte Business Solutions?**

The challenge of finding a skilled CFO is widespread among companies due to technology advancements, competition, and talent retention. eEVAte Business Solutions, established in 2011, offers comprehensive financial advisory services, including CFO advisory and aims to improve businesses' Economic Value Added (EVA). With extensive industry experience, eEVAte Business Solutions serves various sectors (including auto components, automobiles, software development, hospitality, OEM, steel industries, SCM, and many more) and offers CFO services, corporate advisory, M&A advisory, and corporate funding services tailored to address specific financial management concerns.

## **How does eEVAte Business Solutions differentiate itself from the other business solutions, solution providers in the market? Take us through your approach to client engagement and relationship-building.**

Financial planning is an integral aspect of any business. In the contemporary business landscape, numerous entities, including freelancers and private companies, offer CFO services encompassing accounting and analysis. However, eEVAte Business Solutions distinguishes itself by delving into the crux of issues, comprehending persistent challenges, and devising pragmatic solutions through extensive research and analysis. This approach not only presents opportunities for progression but also furthers growth. Moreover, the execution of proposed solutions further sets us apart, as we prioritize facilitating the implementation process and fostering trust.

Our approach to client engagement is entirely driven by the problem factor. Hence, we look for the problem concerning the organization first, and then performing SWOT analysis (respective to the industry) reflect on understanding the root cause of it and address the same. Precisely, we provide the muscle power to companies to solve business problems and scale up.

## **Can you elaborate on the Direct Hire Talent Recruitment services? What makes it unique?**

eEVAte Business Solutions is all about Business + Education Staffing and Consulting, and we understand that securing top-tier talent is critical to the success & growth of an organization. We particularly stress on securing the top-tier talent for our client companies, and our Direct Hire Talent Recruitment service is a great tool for it. It is meticulously crafted to address the diverse hiring needs of businesses across various industries, including executive-level positions such as C-suite roles. Our specialized approach ensures precision in identifying and securing the right candidates for organizational teams.

## **What are the core components of your B2B Client Acquisition Services, and how do you tailor these to different industries?**

B2B Client Acquisition Services is one of our unique offerings. We use a strategic and targeted approach to help businesses secure and expand their corporate client base. Understanding the unique dynamics of business-to-business relationships, our experienced team employs industry-specific strategies and market insights to effectively identify and engage potential clients. Our services include in-depth market analysis and personalized outreach campaigns tailored to the nuances of B2B interactions. We aim to not only attract new clients but also to establish lasting partnerships

for your business. Clients can eEVAte their B2B client acquisition strategy with our proven expertise and unlock new opportunities for growth and success in the corporate landscape.

## **Can you discuss the School Leadership Development Services? What specific challenges in education do these services address?**

This is an important part of our Education angle in consulting business. Understanding the crucial role of school leaders in creating a positive learning environment, we provide customized programs to empower educational administrators and improve their leadership skills. Our services include thorough training, mentorship, and strategic guidance, giving school leaders the tools and insights they need to navigate the complexities of the education sector. Whether it's developing effective communication strategies, implementing innovative teaching methods, or fostering a collaborative school culture, our leadership development services are designed to motivate and enable educational leaders to bring about positive change and enhance the overall quality of education in their institutions.

## **How do you foresee the future of consulting services unfolding, particularly in light of current trends in talent recruitment and technological advancements?**

The field of business consulting holds significant promise. Looking ahead, there is a prevailing belief that senior management roles will progressively transition into consulting positions, while the majority of other positions will be filled within organizations. This evolution is expected to create ample opportunities for professional development and ensure financial security, akin to the prevailing trend in the United States.

## **What plan does eEVAte Business Solutions have for growth or expansion in the coming years?**

Our company currently provides CFO services, merger and acquisition assistance, business variations, and both private and equity funding. We also organize company secretary conferences. Our efforts to expand into forex management and supply chain management are ongoing, driven by our commitment to innovation. We believe that adding industrial expertise to our board would greatly benefit our organization and support our clients in technical implementation processes, making our CFO services more transparent and effective. Additionally, we aim to expand our operations nationwide, but finding the right people to support this expansion has been a significant challenge. 