

EY CAFTA

Case Championship Mega Edition 2024

Financial innovation challenge: setting up of Treasury Office

Get ready to embark on an exciting journey to revolutionize the finance world!



Join us for an exhilarating college-level case championship that unites brilliant minds to tackle real-world business challenges and connect with industry leaders. **This competition promises an unparalleled opportunity to innovate, collaborate, and showcase your skills in finance and treasury management.**

Do not miss out on this opportunity to push your limits, solve complex problems, and pave the way for your future in finance and treasury.

Register now and embark on a journey that could define your career!



Registration date

21 August 2024 - 22 September 2024



Mode

Online mode



Theme

Setting up of Treasury Office

Stay updated with event announcements and guidelines via email and social media

Theme introduction (1/2)

The Treasury Office is a department within an organization responsible for managing financial assets, liabilities, and liquidity. The primary goal of the office is to ensure the organization has enough cash flow to meet its short-term and long-term obligations.

Its importance lies in several key functions:

Cash management

- ▶ Monitoring and controlling cash flow
- ▶ Ensuring sufficient liquidity for daily operations

Investment management

- ▶ Managing surplus funds
- ▶ Making decisions about investment strategies

Risk management

- ▶ Identifying financial risks
- ▶ Implementing strategies to mitigate these risks (e.g., hedging)

Debt management

- ▶ Overseeing the organization's borrowing activities
- ▶ Managing the repayment of debt

Financial reporting

- ▶ Preparing reports on the financial status
- ▶ Ensuring compliance with regulatory requirements

The key points highlighting the importance of a treasury office within an organization are :

- ▶ Stability: helps maintain financial stability and solvency.
- ▶ Efficiency: enhances the efficient use of financial resources.
- ▶ Strategic planning: supports strategic decision-making and long-term

Setting up a Treasury Office is a strategic initiative that requires careful planning and execution. By focusing on the four core streams of cash management, risk management, investment management, and funding and capital structure management, organizations can establish a robust treasury function that supports their financial objectives and contributes to overall business success.

All the participants will get learning material for Orientation to treasury to understand the basics along with the selected stream learning material

Theme introduction (2/2)



Discover the benefits of participation!

- ▶ Exposure to industry practices
- ▶ Get feedback from experts in the field
- ▶ EY gift hampers
- ▶ Internship opportunities
- ▶ Improve teamwork, communication, and presentation abilities
- ▶ Up to 100% scholarship for EY CAFTA Hybrid eLearning Program
- ▶ Gain practical experience in treasury management
- ▶ Network with industry professionals and peers
- ▶ Enhance your resume with a prestigious competition
- ▶ Develop critical thinking and problem-solving skills

Discover the key learnings of participation!

- ▶ In-depth understanding of treasury functions
- ▶ Application of financial theories in real-world scenarios
- ▶ Exposure to the latest financial technologies and practices
- ▶ Insights into risk management and compliance
- ▶ Knowledge of sustainable and ethical finance practices
- ▶ Strategic planning and innovation in financial management

Navigate your journey through streams of participation!

Technology and automation stream

Explore how innovative technologies and automation can revolutionize the Treasury Office. Participants will delve into understanding technology integration requirements, use of advanced tech solutions like AI and RPA for strategic decision-making. This stream challenges you to innovate and enhance operational efficiency, risk management, and financial reporting within the treasury function.

Risk Management and compliance stream

Dive into the critical aspects of managing financial risks and ensuring regulatory compliance within the Treasury Office. Participants will focus on identifying potential financial threats, developing risk mitigation strategies, and creating robust compliance frameworks. This stream emphasizes safeguarding the organization's financial health and adhering to legal standards in treasury operations.

Sustainability and ESG integration stream

Investigate how integrating sustainability and Environmental, Social, and Governance (ESG) principles can transform the Treasury Office. Participants will explore strategies for sustainable finance, responsible investing, and promoting corporate social responsibility. This stream challenges you to align treasury operations with ethical practices and long-term environmental and social goals.

Strategy and innovation stream

Uncover how strategic thinking and innovative approaches can enhance the Treasury Office's role within an organization. Participants will focus on developing forward-thinking financial strategies, leveraging emerging technologies, and fostering a culture of innovation. This stream aims to drive strategic growth, improve financial performance, and position the treasury as a key player in organizational success.

The case studies will encourage you to understand the **complex financial scenarios** in the industry space.

All the participants will get learning material for Orientation to treasury to understand the basics along with the selected stream learning material

Engage with industry leaders: networking opportunities await!



Hemal Shah

Hemal is a seasoned finance and treasury advisory professional with 25 years of experience. He plays a pivotal role in enabling organizations to institutionalize change management and accelerate their growth and performance agenda.

EY finance experts



Abhishek Anand



Kriya Bhansali



Nushad Irani



Nisha T Bist

Strategy team



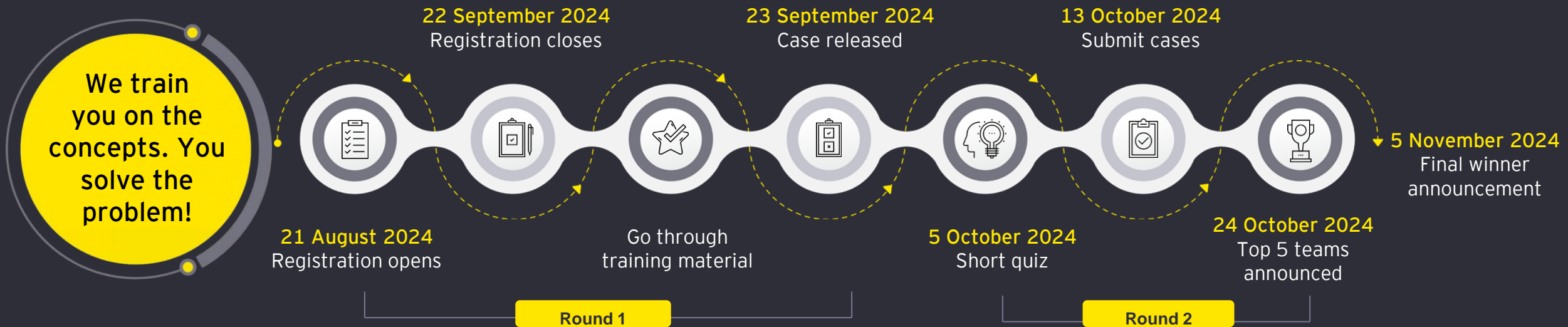
Priya B Rastogi



Tanvi Upadhyay

**Get a chance to interact with above EY
subject matter experts**

The championship journey



Learning collaterals

Reading material

Recorded video

Concepts and industry practices related to the stream of your choice

All the participants will get learning material for Orientation to treasury to understand the basics along with the selected stream learning material

Learning opportunities by stream

01

Technology and automation stream

Understanding FinTech solutions, cybersecurity considerations, and integrating AI/ML for predictive analytics in treasury operations

02

Risk management and compliance stream

Techniques for risk identification, hedging strategies, compliance with international standards (e.g., Basel III), and regulatory reporting

03

Sustainability and ESG integration stream

Assessing ESG risks, sustainable financing options (e.g., green bonds), and reporting frameworks (e.g., GRI Standards)

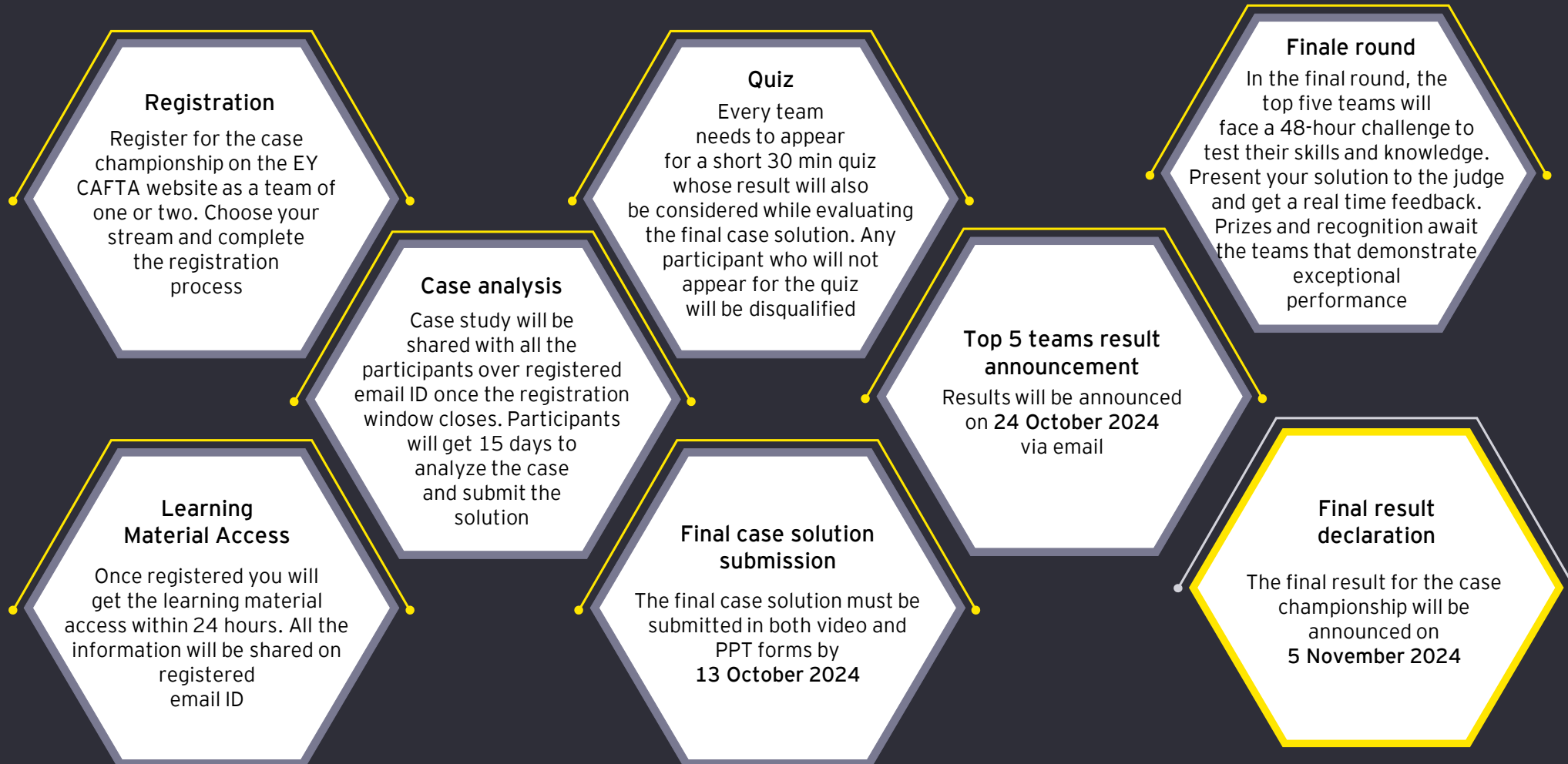
04

Strategy and innovation stream

Strategic planning frameworks, innovative financing models (e.g., blockchain for payments), and leveraging data analytics for strategic insights



The flow of the championship



Finale round: 48 hours challenge - elevating finance and treasury excellence

Welcome to the ultimate test of your finance and treasury prowess! In this exhilarating 48-hour challenge, the top five teams from the college-level finance and treasury case championship will push their limits, showcase their skills, and vie for the crown of champions.

48 challenge overview

5 teams

Five teams will embark on a high-stakes, 48-hour marathon to solve a series of complex finance and treasury dilemmas

Case

Challenges will encompass a case related to your selected stream

48 hours

Participants must leverage their expertise, creativity, and teamwork to develop innovative solutions within tight deadlines.

Feedback

Present your solution to the judge and get a real time feedback.

Prizes

Prizes and recognition await the teams that demonstrate exceptional performance.

Value propositions for the top five teams in the finale round

A chance to showcase your ideas in front of some of the big names in the industry



“

Talent is not meant to be hidden. It deserves to be showcased and appreciated.

Hemal Shah

Partner, Risk Consulting, EY

Rewards of excellence: prizes and takeaways

The top performing team from each stream is declared a champion.
However, everyone is a winner!

Each participating team

Access to high-quality learning material curated by EY professionals

Mentorship from industry experts

Certificate of participation and 20% scholarship on EY CAFTA Hybrid E-learning Program

Top five Teams

Up to 75% scholarship on EY CAFTA Hybrid E-learning Program

The second and third team from each stream will get an opportunity to work on a live project with EY Consulting Team for one month and upon its completion, they will be conferred with a certificate

Champions

EY Gift hampers

Two months internship with EY FRSM Team

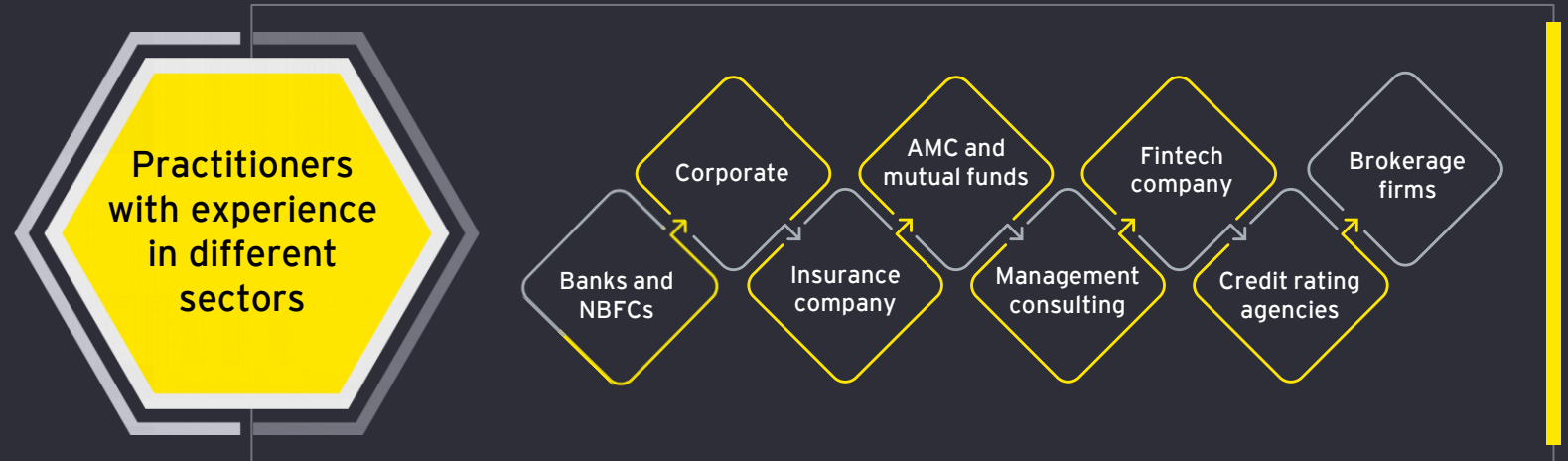
100% scholarship on EY CAFTA Hybrid E-learning Program

Case selection committee



Know your evaluators

The committee consists of **EY professionals** working in the domain of finance and treasury. They come with a rich and diverse experience in financial risk management, cash and liquidity, trade finance, corporate finance and financial analytics.



Evaluation criteria

You will be evaluated basis:

- ▶ Performance in quiz
- ▶ Case solution evaluation: →
- ▶ Clarity of concepts and thoughts
- ▶ Content and writing style
- ▶ Depth of research
- ▶ Practical applicability and relevance of the solution
- ▶ Presentation →
- ▶ On PowerPoint
- ▶ Through video submission

Protocols for participants

General

- ▶ All participants are expected to adhere to fair play principles throughout the competition.
- ▶ Any violation of the rules may result in disqualification of the team. Any decision of disqualification is final.
- ▶ All materials produced during the championship, including the teams' presentations, photos and videos, are the rightful property of CAFTA.
- ▶ All teams can submit only one solution per stream.
- ▶ Teams must adhere to the deadlines. No extension will be given.
- ▶ Submissions, once given, are final. No modifications are allowed post-submission.
- ▶ Teams are permitted to use all available resources for research and development of their case solution.

Registration and eligibility

- ▶ A team can participate in more than one stream, but an extension of time will not be given. The team will be expected to solve both cases within the same time.
- ▶ Both undergraduate students and postgraduate students can participate in the championship.
- ▶ Teams can be formed across universities.
- ▶ Each member will be expected to submit their college's ID cards to verify their eligibility and identity.

Round 1

- ▶ When both members of the team write the quiz, the score that is the **higher** one among the two scores will be considered for the final evaluation.
- ▶ Standard decorum should be maintained while attempting the quiz. Any evidence of malpractice will lead to disqualification.

Round 2

- ▶ All submissions are evaluated by the case selection committee.
- ▶ Only publicly available data should be used. Private datasets cannot be used to solve the case.
- ▶ **Plagiarism** is strictly prohibited. All material submitted should be developed by the teams for the competition.

Please keep in mind that these rules are preliminary and are subject to change. Once registered and learning material access shared there is not no refund policy

College alumni: few names from our past case championships

Ashoka University	Banaras Hindu University	Delhi School of Economics	IIT Kharagpur	KIIT School of Management	IIFT
Ahmedabad University	BIM Trichy	Delhi Technological University	Sri Guru Gobind Singh College of Commerce	K J Somaiya College of Engineering	SCMHRD
Army Institute of Technology	Bharati Vidyapeeth College of Engineering	IIM Indore	IIM, Lucknow	Kalinga Institute of Industrial Technology	Shri Ram College of Commerce
Alliance University, Bangalore	Bharatiya Vidya Bhavan Institute of Management Science	FMS	IIM, Ranchi	Lady Irwin College	SP Jain Institute of Management And Research
AU College of Engineering	Bennett University	Gargi College	IIM, Udaipur	Lady Shri Ram College for Women	SIMSREE
JBIMS	BIMTECH	Great Lakes Institute of Management	IIM, Kashipur	Loyola College	St Joseph University
Antai College of Economics and Management	Birla Institute of Science and Technology	Hans Raj College, DU	IIM, Ahmedabad	MDI Gurgaon	Symbiosis Centre for Management Students
JNU	Birla Institute Of Technology Mesra	Hindu College, University of Delhi	ISI	Miranda House	TATA Institute of Social Sciences - Mumbai
IIT Madras	BITS Pilani	HR College of Commerce and Economics	ISB Hyderabad	Nirma University	The International School of Business and Research
Asia Pacific Institute of Management	Imperial School of Banking and Management Studies	Indian Institute of Management Ahmedabad	ITM Business school	NIT Karnataka	Thapar Institute of Engineering Technology
Manipal University	Brihan Maharashtra College of Commerce, Pune	IIT Jammu	Jain University	NIT Trichy	St Xavier College
Amity University	College of Engineering, Pune	IIT Kanpur	Jaipuria Institute of Management	NIT Tiruchirappalli	VIT Vellore
Atma Ram Sanatan Dharm College	Christ University	IIT, Delhi	Jamia Millia Islamia	NMIMS	XIMB
IIM, Indore	College of Vocational Studies	IIT, Bombay	Jaypee Institute of Information Technology	OP Jindal Global University	XLRI

Voices of success: testimonials from past participants

“

The modules are well designed and it makes you interested to know more. Solving the case involved holistic research of the treasury market in detail and it helped me learn how to structure my thought process, also the mentorship session was very helpful in this regard. Overall it was a really great learning experience. Thank you for organizing this.



Vidhan Agrawal

“

It was a great experience participating in case championship. We thank EY CAFTA team to organize the case championship and providing us the opportunity.



Somya Maheshwari

“

From developing innovative currency risk management strategies, implementing Python libraries for forecasting models, to analyzing the regulatory landscape of treasury management in India, this experience has undoubtedly enhanced our knowledge and prepared us for future success in the world of finance. The modules provided by the team provided us with all the preliminary knowledge required for the contest.

“

Challenges problem solving skills and ignites thinking simple yet effectively



Sanjeeta Mohankud



Yash Pratap Singh

Your guide to participation

Get ready to embark on an unforgettable journey of learning, collaboration, and innovation!

Here are some pointers for registering your team:

1. Visit the event website to register your team
https://www.ey.com/en_in/services/consulting/cafta-case-championship-2024
2. Fill the details and pay the registration fee to confirm your participation.
3. Stay updated with event announcements and guidelines through email and social media.

Mode of interaction

Email correspondence

Contact person

Tanvi Upadhyay

E: tanvi.upadhyay@in.ey.com

Priya Bathla

E: priya.bathla@in.ey.com



Registration fee

Number of participants	Registration Fee
Team of 1	INR 2000
Team of 2	INR 3500
Team of 3	INR 5000

All above prices are exclusive of GST

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Nirlon Knowledge Park
Off. Western Express Highway
Goregaon (E)
Mumbai - 400 063
Tel: + 91 22 6192 0000

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Building No. 1
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M-Agile, Pan Card Club Road
Baner, Taluka Haveli
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working world**