

4th Annual Treasury Management

Conquering the market and maximising profits through effective operations strategies

Hyatt Regency, Mumbai

22nd & 23rd May 2008

"Equity and efficiency are complimentary, not contradictory, and we must move forward on both these while maintaining a high degree of fiscal and financial discipline, and a robust external economic profile"

Indian Prime Minister Manmohan Singh

*** Special rebates for subscribers/patrons of CRO Journal to attend 4th Annual Treasury Management when registering with Ms. Kelly**

Effective treasury management addresses the priorities of a company for competitiveness and robust organisation performance through significant operational strategy


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Key benefits of attending this event:

- **Providing** participants with a comprehensive understanding of the latest strategies, techniques and tools for an efficient treasury function
- **Receiving** insights from industry leaders and top regulators in treasury management
- **Analysing** the intricacies of the modern financial markets thus allowing organisations to manage treasury effectively
- **Discovering** the latest strategies for measuring and managing risks, whilst effectively controlling funds held by organisations.
- **Venturing** into the various derivatives used in mitigating risk
- **Maintaining** a profit center for treasuries in the Indian market
- **Analysing** the impact of international money markets on the performance of company products or services
- **Developing** appropriate management strategies and financial management techniques
- **Recommending** best practices and strategies for portfolio investing and Enterprise Risk Management (ERM).
- **Delivering** in detail the complexities of all treasury management issues whilst expanding the essential concepts in treasury

Featuring Keynote Presentation:

Dr. Prabhakar Patil Director
Division of Markets, Trading and Development
Forward Markets Commission
Ministry of Consumer Affairs and Public Distribution
Government of India

Exclusive presentations by leading practitioners:

BR Jaju Chief Financial Officer
Crompton Greaves Limited
Awarded the CFO of the Year 2003 Award

Banerji Prabal Chief Financial Officer
Hinduja Group India Limited

Dr. Golaka C. Nath Vice President - Economic Research & Surveillance
Clearing Corporation of India Ltd (CCIL)

Manish Sarraf Treasurer
Siemens Ltd

Manish Bhatler Head Treasury and Project Finance
Bharat Aluminium Company Limited

Dr Sankarshan Basu Associate Professor of Financial and Control Area
Indian Institute of Management Bangalore

Ravi Sud Senior Vice President & CFO
Hero Honda Motors Limited
Awarded the CFO award 2003

Sridhar Iyer General Manager
Foreign Exchange
Tata International

Sanjeev Bafna President & Dy. CFO
Grasim Industries Limited

Srinivasan Karthik Vice President & Co-Head
Financial Sector Rating
ICRA Limited

Indrani Rao Senior Vice President
Clearing Corporation of India Limited (CCIL)

Sandip Chatterjee Chief Financial Officer
DIC India Limited

What past delegates say:

"Event was well organised and every aspect of treasury operation was discussed"

ITC Limited

"A good gathering with knowledge and information"

Essar Steel Limited

"The 3rd Annual Treasury Management conference was well conducted and brought up current issues for discussion"

Union Assurance Limited, Colombo, Sri Lanka

"The event was a good opportunity to obtain knowledge from leading treasury experts and exchange ideas"

Karachi International Container Terminal

"A well organised event"

Jaiprakash Associates Limited

"It was an excellent event, bringing synergies of corporate CFO's strengths and knowledge"

Fixed Income, Money market and Derivatives Association of India (FIMMDA)

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0830	Registration and morning coffee	1300	Networking Luncheon
0900	Opening & welcome remarks from Chairperson	1430	Session Five Challenges in implementing hedge accounting in treasury operations and assessing the effectiveness towards business growth <ul style="list-style-type: none"> • Justifying the volatility impact on corporate performance and the need for hedge accounting • Identifying current framework for accounting of foreign exchange derivatives • Reviewing the objectives of hedge accounting • Delivering types of hedge accounting: Cash flow and fair value • Exploring some of the effectiveness in hedge accounting and challenges • Looking at the system and process requirements • Assessing support from the accounting fraternity on practical implementation Manish Sarraf Treasurer Siemens Ltd
0915	Session One – Opening Keynote Presentation Measuring the importance of hedging commodity risk by corporates through derivatives market <ul style="list-style-type: none"> • Identifying heterogeneity of markets in today's context • Looking at new dimensions of financial market integration • Discussing about derivatives market in India • Measuring financial integration involved through derivatives market • Learning about benefits and risks of financial integration involved Dr. Prabhakar Patil Director Division of Markets, Trading and Development Forward Markets Commission Ministry of Consumer Affairs and Public Distribution Government of India	1515	Session Six Analysing the Indian market in the context of foreign investment In a world of intensifying competition and technological change, the complementary and catalytic role of foreign capital is valuable for India. The emerging scenario in India with regard to different types foreign capital inflows will examine the trends and patterns of foreign investment in India in the pre and post liberalisation periods vis-à-vis and the major policy changes during these periods. It estimates the dependence of Indian Corporate Sector on the foreign sources and analyses in detail the performance of Indian subsidiaries of foreign companies operating in India. <ul style="list-style-type: none"> • Analysing the Foreign Direct Investment (FDI) which is permitted under investments • Determining foreign portfolio investment in India • Retrospecting the growth of foreign investment and the impact towards globalisation • Looking at the possible implications or policies, which influence the foreign capital inflows in India • Learning about the essential requirement of foreign investment Dr. Sankarshan Basu Associate Professor, Finance and Control Area Indian Institute of Management Bangalore
1015	Session Two – Case Study Evaluating the role of treasury management in the 21st century <ul style="list-style-type: none"> • Looking at the challenges ahead while focusing on new horizon of treasury management • Analysing the changes in business strategy and financial reality towards treasury management • Acknowledging skills required to be an effective team player in an organisation • Focusing on value-added activities while possessing first-hand knowledge in all aspects of financing • Understanding the internal control environment of treasury management through various aspects Sanjeev Bafna President & Dy. CFO Grasim Industries Limited	1600	Afternoon refreshment & networking
1100	Morning Refreshment	1615	Session Seven Analysing effective risk management strategies to enhance shareholder value to reduce the vulnerability of exposures <ul style="list-style-type: none"> • Analysing common type of risks involved in fixed exchange rate • Identifying strategies to overcome risk that occur in currency • Understanding types of risk and the impact towards exchange rates • Maintaining carry trades which is an opportunity in crisis • Venturing into strategic currency hedging and valuation a more passive approach • Knowing more about pricing and hedging strategy • Addressing issues related to sub-prime crisis ingredients for a meltdown • Emerging foreign exchange basket Investment products • Delivering a case study related to financial markets and value at risk (VaR) Sridhar Iyer General Manager Foreign Exchange Tata International
1115	Session Three – Case Study Outsourcing as a risk mitigation strategy and evaluating the flexibility involved in an organisation <ul style="list-style-type: none"> • Identifying recent development in outsourcing while focusing on treasury management • Viewing the operational aspects of outsourcing • Defining the process flow involved in an effective outsourcing • Analysing the benefits of outsourcing while expanding business globally • Reviewing the process undertaken within the treasury function and those linked to it • Looking at treasurer's conundrum and method involved in handling outsourcing • Considering outsourcing to leverage a much broader operational and technology function Banerji Prabal Chief Financial Officer Hinduja Group India Limited	1715	Closing remarks & close of day one
1215	Session Four Optimising cash cycle and maximising global control through treasury management technology Companies are striving to increase the visibility and the velocity of the cash flowing through their organisations, and to optimise how this cash is deployed and invested. Treasurers need accurate and timely visibility over an organisation's cash, debt, and investments around the world. By effectively driving investment decisions, maximising internal cash flows to minimise external funding requirements, and tightly managing banking transaction costs, treasury can maximise its role as steward of an organisation's financial assets and add greater value to the organisation. <ul style="list-style-type: none"> • Recognising the changing face of treasury as they move beyond their traditional role • Understanding why companies are still striving to increase the visibility and the velocity of the cash flowing through their organisations • Looking at the automated solutions needed to enhance cash movement in an organisation • Addressing the ability to optimise cash flow while simultaneously adopting to treasury management technology • Maximising global opportunities in an increasingly complex treasury processes • Seeking tools for analysing cash position within the flexibility of an organisation Sandip Chatterjee Chief Financial Officer DIC India Limited		

Why you cannot miss this event

With significant developments that have taken place in the financial markets in the recent years affecting volatility in exchange rates and accentuating liquidity constraints, corporate organisations have started paying closer attention to treasury management. The continuous demand for improving efficiency, reducing costs and satisfying customers are forcing treasurers to think innovatively and to focus more on building the right path in achieving organisation growth.

The 4th Annual Treasury Management Forum 2008 will once again address India's marketplace as well as look at the practical aspects of how treasuries can get the best out of the current environment while preparing for the future. The forum will be an excellent platform for knowledge sharing amongst industry representatives as well as government agencies to have an effective treasury management and at the same time promoting business growth.

Participants of this event will also gain useful information from the variety of sessions and case studies that will clear many doubts on the current changes and latest emerging treasury solutions in the Indian market.

- 0830 Registration and morning coffee**
- 0900 Opening & welcome remarks from Chairperson**
- 0915 Session One**
Understanding the macroeconomic policies that effect interest rates and exchange rates in India
- Exploring the basic fundamentals of macroeconomic policies
 - Knowing the reason behind macroeconomic policies that can affect prices and costs in the economy
 - Reviewing current scenario and future outlook in macroeconomic policies for India
 - Analysing how monetary policy can affect real macroeconomic activity through its interaction with financial markets
 - Acknowledging the expectations of future inflation and interest rates on macroeconomic policy and financial markets
 - Examining the possibility arising from interaction between international capital flows and financial markets
- Dr. Golaka C. Nath** Vice President - Economic Research & Surveillance
Clearing Corporation of India Ltd (CCIL)
- 1000 Session Two**
Managing foreign exchange risk by moving towards derivatives and commodity future markets
- Addressing issues on exchange traded and over the counter derivative instruments
 - Evolving changes since the introduction of derivatives and commodity future markets
 - Looking at the challenges since the implementation of derivatives and commodity future market
 - Managing foreign exchange risk wisely through commodity future markets and it's significance to the economy
 - Exploring the improvements in risk management techniques that were first applied to derivatives trading
- Manish Bhatte** Head Treasury and Project Finance
Bharat Aluminium Company Limited
- 1045 Morning Refreshment**
- 1100 Session Three - Case Study**
Adopting a more holistic approach towards liquidity management
- Techniques used to achieve efficient liquidity management
 - Identifying the right path in managing crisis
 - Looking at varying compliance and policy involved
 - Managing critical ways and to determine whether it is being done in a cost efficient and truly automated way
 - Addressing the impacts involved and the consequences
- Srinivasan Karthik** Vice President & Co-Head
 Financial Sector rating
ICRA Limited
- 1200 Session Four**
Analysing corporate cash management strategies and best practices involved for better competency value
- Cash and the management of cash are vital to survival in the competitive world of today's business. Never before has correct cash management been as important to the business as reputation and credit ratings drive the cost of funds and the access to funds for large and medium businesses.
- Exploring the impact of cash and cash management on the prosperity and safety of the business
 - Identifying factors which may impact the ability to repay debt obligations and potential cash flow shortages within given business periods
 - Understanding the application and the use of funds for the benefit of the business
 - Corporate challenges in cash management and ways to overcome it
 - Realising the importance of financial asset management issues
 - Considering sophisticated tools used to manage issues related to cash management
- Ravi Sud** Senior Vice President & CFO
Hero Honda Motors Ltd
Awarded the CFO award 2003

1245 Networking Luncheon**1400 Session Five****Analysing the Central Counterparty Model for settlement purpose to broaden and deepen the money, debt and forex markets in the country**

- Understanding the settlement system models involved
- Analysing more on Central Counterparty Model and its advantages
- Looking at Central Counterparty Model in over the counter market (OTC)
- Measuring risk management for CCPs
- Presenting a case study on a unique experiment of the CCP Model for over the counter (OTC) transactions in the debt, forex and money markets

Indrani Rao Senior Vice President**Clearing Corporation of India Limited (CCIL)****1445 Session Six****Looking at crisis management in treasury and measuring the implications towards organisational structure**

- Knowing about company's priorities and limits to handle crisis management
- Understanding more on external risk mitigation and portfolio management
- Ensuring the correct risk management techniques to handle any crisis
- Delivering appropriate documents and structure to facilitate all parties
- Implementing alternate policies for business resumption operations

BR Jaju Chief Financial Officer**Crompton Greaves Ltd***Awarded the CFO of the Year 2003 Award***1600 Closing remarks & close of conference****Who should attend****From these target audience:**

CFO, Finance Directors, Vice Presidents, Heads, Chiefs, Treasurer, Accountant, Internal Auditor, Dealers, Senior Managers and Managers of:

- Corporate Treasury
- Fund Management
- Portfolio Management
- Accounts & Finance
- Money Market
- Derivatives
- Corporate Finance
- Cash Management
- Finance & Administration
- Forex Operations
- Hedge Funds
- Dealing room

Target sectors:

- Banking & Finance
- Automobile
- F&B
- Oil/Gas/Refineries
- Telecommunications
- Manufacturing
- Service Related Industries
- Insurance
- Engineering
- Pharmaceutical
- Computer IT
- Health Services
- Media

Also: Consultants, Associations, Government Agencies, Trade Associations and Stock & Commodities Exchanges

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Journal of Corporate Treasury Management seeks to be the leading professional journal for treasury management professionals within companies, larger non-profit organisations, and those working within organisations providing services to corporate treasurers. Journal of Corporate Treasury Management is guided by an expert Editorial Board consisting of leading figures in Europe, the UK and the US. Board members include those from multinational companies, banks, consultancies and academia.

For further information, please visit <http://www.henrystewart.co.uk/jctm/index.html>

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marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

4th Annual Treasury Management

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Fees

- Conference fee** @ USD895 + GST / VAT (if applicable) per delegate
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- Online Documentation** - USD295. You will be provided a username and password to access the documentation online

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All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

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Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Peter Morgan** on (9122) 6642 5000 or e-mail peterm@marcusevansin.com.

Register Now

Code:E

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Date: 22nd & 23rd May 2008

Venue: Hyatt Regency, Mumbai

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at +(9122) - 6696 1234 and make it clear that you are attending **marcus evans** conferences event quoting MB-FN799 as a reference.

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