

# CEO Intel

*Walk Into Every Room Knowing.*

The AI-powered intelligence system for Indian CEOs running ₹10–200 Cr businesses — built for one question:  
What is happening in my business right now?

# Can you answer this — right now, in under 60 seconds?

1 Which of your customers is quietly reducing orders — and when did someone last call them?

2 Which product line is 9 days from a stockout — and does your sales team know?

3 Which supplier is showing 3 early stress signals — before they tell you they can't deliver?

4 Where is the next ₹75 lakh of revenue already sitting in your data — unclaimed?

*If any of these took you more than 60 seconds — or you couldn't answer at all —  
this deck is for you.*

# Your data exists. It's just never in the same room.

## CRM

Customer & pipeline data

## ERP

Inventory & operations

## Tally

Revenue & receivables

## DISCONNECTED

## Email

Relationship signals

## Sheets

Custom KPIs & targets

## WhatsApp

Field & distributor data

No single system  
sees the full picture

*This is not a management failure. It is a visibility failure.*

*And it costs Indian mid-market businesses ₹2–10 crore every year in missed signals.*

# How long does this take you today?

The Question	People Involved	Time to Answer	Real Cost
Which customers haven't been contacted in 30+ days?	2–3 people	2–3 days	₹40,000+
What is our real margin by product line this month?	CFO + analyst	3–4 days	₹60,000+
Which distributor is showing early loyalty erosion?	Sales + Finance	Never done	₹2L+ loss risk
Where is our next revenue opportunity hiding in the data?	Leadership team	Weekly meeting	Opportunity missed

With CEO Intel: every one of these answers in under 15 seconds. No analyst. No meeting. No wait.

# Not a dashboard.

# Not a report. An intelligence system.

CEO Intel connects every system your business runs — and turns fragmented data into one clear, connected, real-time view of your entire business. Delivered before your first meeting.



## Intelligent Dashboards

Drill-down revenue and operations dashboards. Your KPIs. Your business language. Updated continuously.



## Multi-Source Chat

Ask any question in plain language. Get answers from across all 7 data sources in under 15 seconds — with live charts generated on demand.



## Proactive Alerts

Threats and opportunities surface before you ask. Customer drift. Stockout risk. Revenue signals. Delivered to you — not the other way around.

WHAT WE CONNECT

7 systems.

1 intelligence

layer.

All connected.

No migration. No new software.

No IT project. CEO Intel connects to everything your business already runs.



Accounting (Tally)

Revenue, margin, receivables



Email (Gmail/Outlook)

Relationship health, response gaps



CRM (Zoho/Salesforce)

Pipeline, churn signals, last contact



Google Sheets / Excel

Custom KPIs, targets, manual data



ERP / Warehousing

Inventory, suppliers, lead times



WhatsApp Business

Complaints, distributor signals



Ecommerce

Orders, returns, demand spikes

# While you lead, CEO Intel never sleeps.

**340+**

automated intelligence  
processes per day

## Accounting

₹ movements, margin,  
receivables

4× daily

## Ecommerce

Order velocity, returns, spikes

Hourly

## CRM

Pipeline, contact gaps, churn  
signals

Every 2 hrs

## Email

Last-contact scan, dormant  
accounts

Every 3 hrs

## ERP / Inventory

Stock levels, reorder triggers

2× daily

## WhatsApp

Complaint patterns, distributor  
health

Daily digest

AI Layer — running continuously: Pattern recognition · Anomaly detection · Opportunity mapping · Threat scoring · Natural language answers

**3 days**

Finance team pulls data

**Day-of**

Report arrives, no nuance

VS

**15 sec**

CEO asks, CEO Intel  
answers

**Always**

Briefing ready before you  
wake up

# 6:47am. Before the first meeting.

You

How has Mehta Assemblies performed in the last 90 days — orders, deliveries, and when did we last contact them?

• CEO Intel

Orders down 34% vs prior period.  
2 delayed deliveries in last 45 days.  
Last contact: 61 days ago.  
9 days of stock on their critical component. Lead time: 14 days.

You

Which customers have we not contacted in 60+ days with declining order value?

• CEO Intel

3 accounts found. Mehta (₹18L risk), Sharma Industries (₹12L risk — also a growth opportunity in Product Line C — ₹75L potential), Kapoor Mfg (₹8L risk).

Answer time: 11 seconds each.

Mehta called personally. Largest order of the year placed 3 weeks later. PPSL opportunity with Sharma — (proposal sent).

# The same CEO. The same business. Completely different intelligence.

## BEFORE CEO Intel

- ✗ Reactive — firefighting crises
- ✗ Fragmented picture across 5+ systems
- ✗ Dependent on team to pull answers
- ✗ Anxious before board meetings
- ✗ Best-guess decisions under pressure

VS

## AFTER CEO Intel

- ✓ Proactive — problems prevented
- ✓ Complete, connected intelligence
- ✓ Self-sufficient — answers in 15 seconds
- ✓ Confident — already knows everything
- ✓ Data-backed conviction

*"Walk Into Every Room Knowing."*

BUILT FOR

# Indian mid-market CEOs.

## No one else.

₹10 Cr – ₹200 Cr revenue · Manufacturing, FMCG, Retail, B2B Services · Mumbai, Pune, Ahmedabad, Delhi, Bangalore



### Manufacturing

Auto components, industrial goods, FMCG manufacturing. Machine-to-delivery intelligence. Supplier risk. Production efficiency.



### FMCG & Consumer

Demand forecasting, distributor intelligence, secondary sales analysis, SKU performance, trade promotion ROI.



### Retail & QSR

Store-level operations, inventory intelligence, customer behaviour, margin per square foot, footfall analysis.

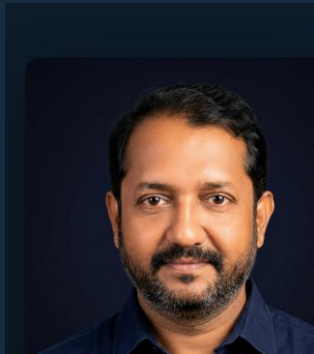


### B2B Services

Client health scoring, project margin, renewal risk, upsell signals, team-to-retention correlation.

# The people behind CEO Intel.

## FOUNDER



### Nevil Darukhanawala

#### Founder & CEO

26 Years · Mumbai

Started WebWork India in 1998 at India's internet dawn. Built India Port Dot — India's first container tracking platform. Ran a 20-person digital agency serving 100+ clients including India's largest corporates. 18 months building CEO Intel through 100+ CEO conversations.

## CFO & OPERATIONS



### Wg. Cdr. Rohinton J. Darukhanawala (Retd.)

#### CFO & Operations

IAF Veteran · Air India Captain · London Flying Academy  
Decades at altitudes where the margin for error is measured in seconds. Wing Commander, Indian Air Force. Captain, Air India. Instructor, London Flying Academy. Joins CEO Intel not as a technologist — but as a leader defined by precision, discipline, and situational awareness.

## TECHNOLOGY PARTNER



### Rajesh Kaushal

#### Technology Partner

30+ Years · 100+ B2B Companies

30+ years building enterprise digital solutions across manufacturing, retail, and B2B services. Deep expertise in CRM, ERP, and enterprise system integration. Led successful digital transformation for 100+ companies — the exact sectors CEO Intel operates in.

# One system. One price. No tiers.

## INTELLIGENCE ARCHITECTURE FEE

# ₹1,50,000

One time · Paid in two equal parts

₹75,000 on engagement

₹75,000 at go-live

Covers: custom data mapping, 7 source connections, middleware build, system configuration, CEO onboarding

## MONTHLY INTELLIGENCE RETAINER

# ₹1,25,000

Per month · 3-month minimum

Includes: 2 CEO review sessions/month · Ongoing KPI & alert builds  
· All 7 source maintenance · System evolution · Proactive intelligence briefings

## WHAT YOU WERE PAYING BEFORE

Consultant ₹50K + BI tool ₹30K + Analyst ₹40K + IT ₹20K + Reports ₹15K = ₹1,55,000/month. Still flying blind.

CEO Intel replaces all of it:

₹1,25,000/month. Complete intelligence.

Go live in 7–15 days

# Walk Into Every Room Knowing.

The intelligence system that connects every system your business runs — and delivers answers before you ask the question.

[Book a Discovery Call →](#)

45 minutes. We show you exactly what CEO Intel would surface in your business — using your data, your questions, your industry. No commitment required. No generic pitch. Just intelligence.