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and discover what's inside!



# EY CAFTA

Case Championship 2025

March - May 2025



The better the question. The better the answer. The better the world works.



Shape the future  
with confidence



## Are you looking for an opportunity to showcase your problem-solving skills?

Join us for a college-level case championship that brings together brilliant minds to tackle real-world business challenges and connect with industry leaders.

CAFTA Case Championship – A real world finance and treasury case that will challenge you to think critically and creatively



### Registration date

24 March 2025 – 5 May 2025



### Mode

Online mode



### Eligibility criteria\*:

Students across different colleges and courses can participate in this learning opportunity

\* Working professionals are not eligible for the Case Championship





# What is EY CAFTA Case Championship?



EY CAFTA Case Championship 2025 is an **event** designed to provide students with an opportunity to explore differentiated methods of learning



It is time to test your problem-solving skills in the real world. Can you work on these problem statements to deliver **original, creative and innovative solutions** to drive a business strategy?



CAFTA Case Championship 2025 – Edition 9 brings **real-world scenarios, high-priority problem statements** that expect the participants to analyze the case statement and come up with a comprehensive solution

Are you the one who can create innovative strategies and deliver effective solutions to drive business strategies?  
If yes, put on a Consultant's hat and participate in EY CAFTA Case Championship!

This competition will provide you with a valuable learning experience and a chance to network with professionals in the field.



# Navigate your journey through streams of participation!

## Blockchain for treasury and trade finance: Enhancing efficiency, transparency, and risk management

Treasury and trade finance operations are often hindered by slow, paper-based processes, counterparty risks and high transaction costs. Blockchain technology offers a revolutionary way to streamline these operations by enabling real-time settlements, reducing fraud, and enhancing transparency.

This case challenges participants to propose a blockchain-powered solution for a key trade finance or treasury function, such as cross-border payments, supply chain financing, liquidity management, or fraud prevention. Students must analyze the current challenges, develop a feasible blockchain-based model, assess regulatory and security challenges, and outline an implementation roadmap. Their proposals should also consider key stakeholders, the potential return on investment and technological feasibility.

## Treasury titans: The ultimate investment challenge!

Join "Treasury titans: The ultimate investment challenge" to test your financial skills in treasury investments. Learn from experts, create strategic presentations, and compete with a dynamic pitch. Dive into liquidity, capital, and risk management to enhance your financial acumen.

Through expert-led workshops, students will gain insights into the evolving landscape of treasury management, learning how to balance risk and return while ensuring financial stability. The challenge will require teams to develop innovative investment strategies, leveraging real-world data and financial models to optimize cash flows and enhance portfolio performance.

If you are finance-savvy and ready for a real-world challenge, this is your platform to shine.

The case studies will encourage you to understand the **complex financial scenarios** in the industry space. All the participants will get the learning material basis the selected stream





# Flow of the Case Championship



Exciting  
opportunity for  
you to showcase  
your problem-  
solving skills

1

**Registration:** Register for the Case Championship on the EY CAFTA website. Choose your stream and complete the registration process. This edition will only take individual registrations.

2

**Learning material access:** Once registered, you will get the learning material access. All the information will be shared on the registered email ID.

3

**Case analysis:** Case study will be shared with all the participants over registered email ID once the registration window closes. Participants will get 15 days to analyze the case and submit the solution.

4

**Quiz:** Every participant needs to appear for a short 30 minute quiz whose result will also be considered while evaluating the final case solution. Any participant who will not appear for the quiz will be disqualified.

5

**Solution presentation:** Top five participants will get a chance to present their solutions to a panel of experts after which the results will be declared.

6

**Judging criteria:** Judges will evaluate the case solution basis the following criteria – problem analysis, originality of the solution, creativity, feasibility and presentation quality.

6

**Awards:** Winning participants will receive a prize, live project opportunity with EY and Scholarship for our flagship CAFTA program.





# Why should I participate?

An opportunity to be mentored  
by EY experts



Connect with industry leaders and dive deep  
into finance and strategy to apply across  
industries



Real-time experience of applying  
your skills in problem statements of  
the industries



Your  
participation  
will help us in  
building a  
better working  
world

Wear a Consultant's hat by working on  
case studies and winning a two-month  
live project with our Consulting team



Certificate of Participation and 20%  
scholarship for CAFTA course for all students  
completing Round 1



Add stars to your CV and credentials to build  
your career story







## Value propositions (1/2)



### Learning and training

We believe that everyone should be given a **fair chance** to win the Case Championship.

Do not have a background in these topics? Do not worry! We have you covered.

CAFTA Case Championship gives you the **opportunity** to get trained in the relevant areas before you solve the case challenges.



### Live project with the Consulting Team at EY

Are you one of the **top participants**? We have something exciting for you.

Experience the two-month-long live project—an ideal opportunity to interact with EY professionals and support them in their **ongoing consulting assignments**.

We believe that learning without practical exposure is not enough.





## Value propositions (2/2)



### Mentorship sessions

We are with you in **every step** of the way

Our Consulting team will conduct virtual session to help you structure your response, build your presentation, and establish a research approach

It is a great way to **network and interact** with professionals and your peers!



### CAFTA Scholarship

Are you one of the top participants? We will be happy to share 100+ years of our experience with you!

**Winners** from each stream will get **100%** scholarship for our full CAFTA course

**The second and third rankers** from each stream will get **75%** scholarship

**The Fourth and fifth ranker** from each stream will get **50%** scholarship

All students participating in Case Championship will get 20% scholarship on EY CAFTA Scholars Hybrid Program







## Value propositions for the top 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



# Framework of the championship

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# Timeline

We train you on the concepts. You solve the problem!



Learning collaterals

Reading material

1

Recorded video

On concepts and industry practices related to the stream of your choice



## Prizes and takeaways

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



### Each participating member



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 participants



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



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-month internship with EY FRSM Team



100% scholarship on EY CAFTA Hybrid E-learning Program





# Protocols for participants

## General

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

## Registration and eligibility

- A participant can compete in more than one stream, but no extension of time will be granted. The individual will be expected to solve both cases simultaneously.
- Both undergraduate and postgraduate students can participate in the championship. Individuals pursuing executive degrees are not allowed to participate.
- Each participant will be required to submit a college ID card to verify eligibility and identity.

## Round 1

- Each participant will have only one chance to take the quiz.
- 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 must be independently developed by the participant.

*\*Note – Once registered, then is no cancellation policy to get your amount refunded. Please keep in mind that these rules are preliminary and are subject to change*





## 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

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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

//

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.



Yash Pratap Singh

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It was a great experience participating in Case Championship. We thank EY CAFTA team for organizing the championship and providing us with the opportunity.



Somya Maheshwari

//

Challenges problem-solving skills and ignites thinking—simple yet effective.



Sanjeeta Mohankud



## Evaluation criteria

You will be evaluated basis:

- ▶ Performance in Round 1 and Round 2
- ▶ 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

## Mode of interaction

### 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 per stream



**INR2,000 (Individual)**

All above prices are exclusive of GST





# Our Offices

## Ahmedabad

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Mahadevapura Post  
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Opp Jaipur Stock Exchange  
Jaipur, Rajasthan - 302018

## Kochi

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Kochi - 682 304  
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Park, Salt Lake Electronics  
Complex, Bidhan Nagar  
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Dadar (W), Mumbai - 400 028  
Tel: + 91 22 6192 0000

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

3rd Floor, Unit No 301  
Building No. 1  
MindSPACE Airoli West (Gigaplex)  
Located at Plot No. IT-5  
MIDC Knowledge Corridor  
Airoli (West)  
Navi Mumbai - 400708  
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