Notelys

Who we are?

We are Notelys Advisory.

Strategy that shows its work.

Mumbai · Dubai · Riyadh | Concept deck 2026



Notelys

Outline / Agenda

Mumbai | 2026

First section
Introduction 01

Second section
About us 02

Third section
Vision and Mission 03

Fourth section
Services 04

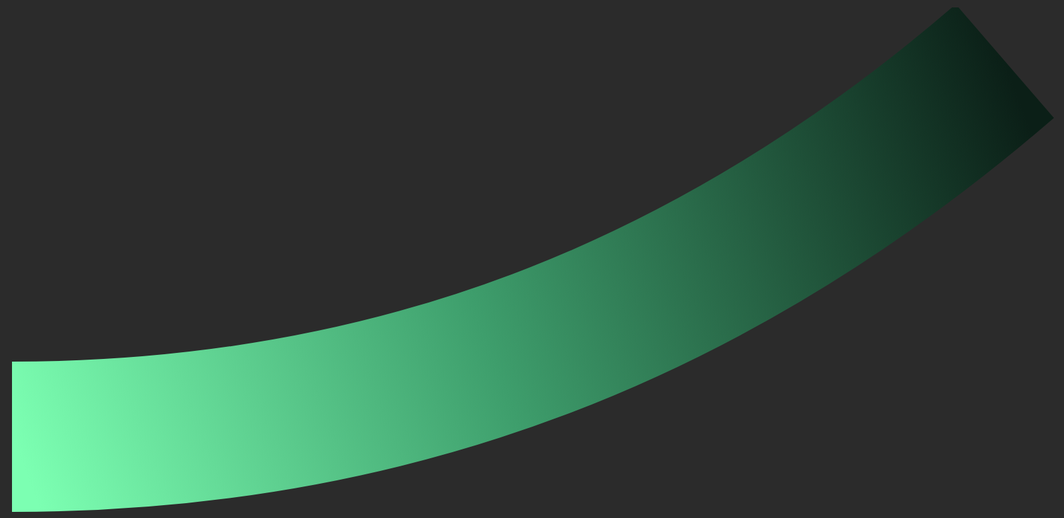
Fifth section
Results 05

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Measure it, or it did not happen.

Aarav Mehta

Founder and Managing Partner



Who we are

Founded in Mumbai in 2016, Notelys helps growth companies turn strategy into measured results in 90 days.

Our Values

Proof over promises

We show the number before we ask for the next meeting.

Plain language

If a client cannot repeat it, we rewrite it.

Build with, not for

Our consultants sit inside client teams.

Our business Philosophy

Strategy

One page, one owner, one metric per goal.

Data

Fix the pipeline before buying the tool.

Sustainability

Price carbon like any other cost.

Technology

Automate the boring 30% first.

People

Train the team that will run it.

Reporting

Monthly, honest, in plain numbers.

Business Philosophy

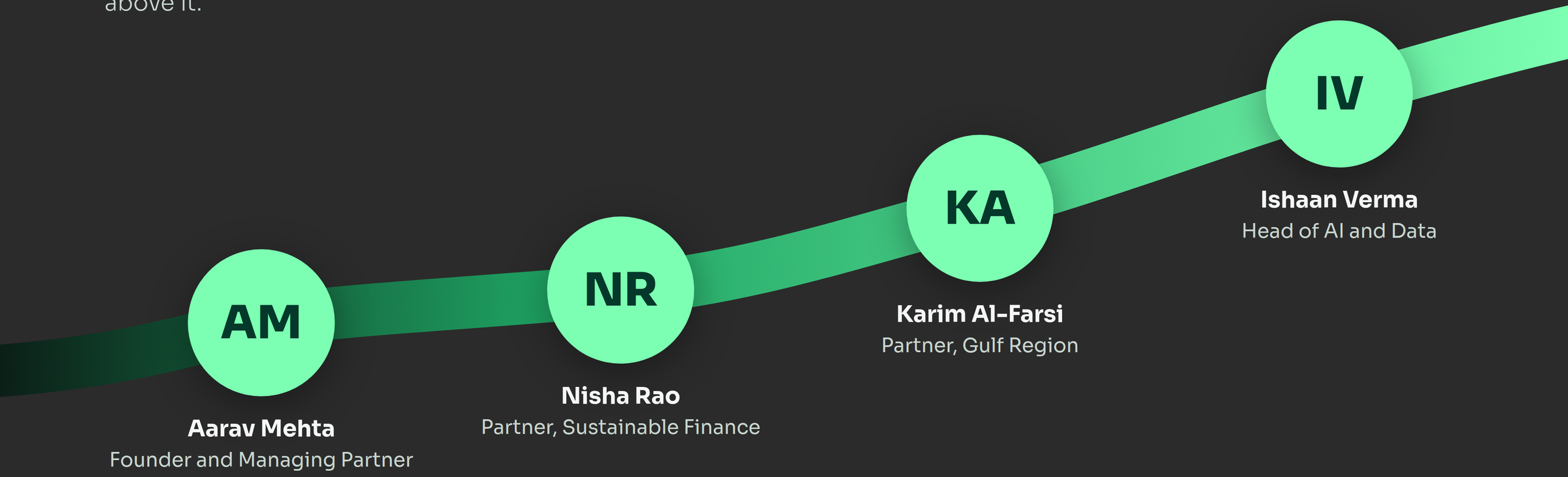
Measurable within 90 days

Every recommendation we make must show a result inside one quarter. These three rules decide how each engagement starts.

Strategy	One page, one owner, one metric per goal.
Data	Fix the pipeline before buying the tool.
Sustainability	Price carbon like any other cost.

Meet the team

The partners and leads who sit inside your team, not above it.



Aarav Mehta
Founder and Managing Partner

Nisha Rao
Partner, Sustainable Finance

Karim Al-Farsi
Partner, Gulf Region

Ishaan Verma
Head of AI and Data

Our Team

AM

Aarav Mehta

Founder and Managing Partner

Ex-investment banker, 15 years in structured finance.

NR

Nisha Rao

Partner, Sustainable Finance

Led 30+ green bond mandates.

KA

Karim Al-Farsi

Partner, Gulf Region

Built the Dubai and Riyadh offices.

IV

Ishaan Verma

Head of AI and Data

Former machine learning lead at a large lender.

Rooted in India, built for the Gulf

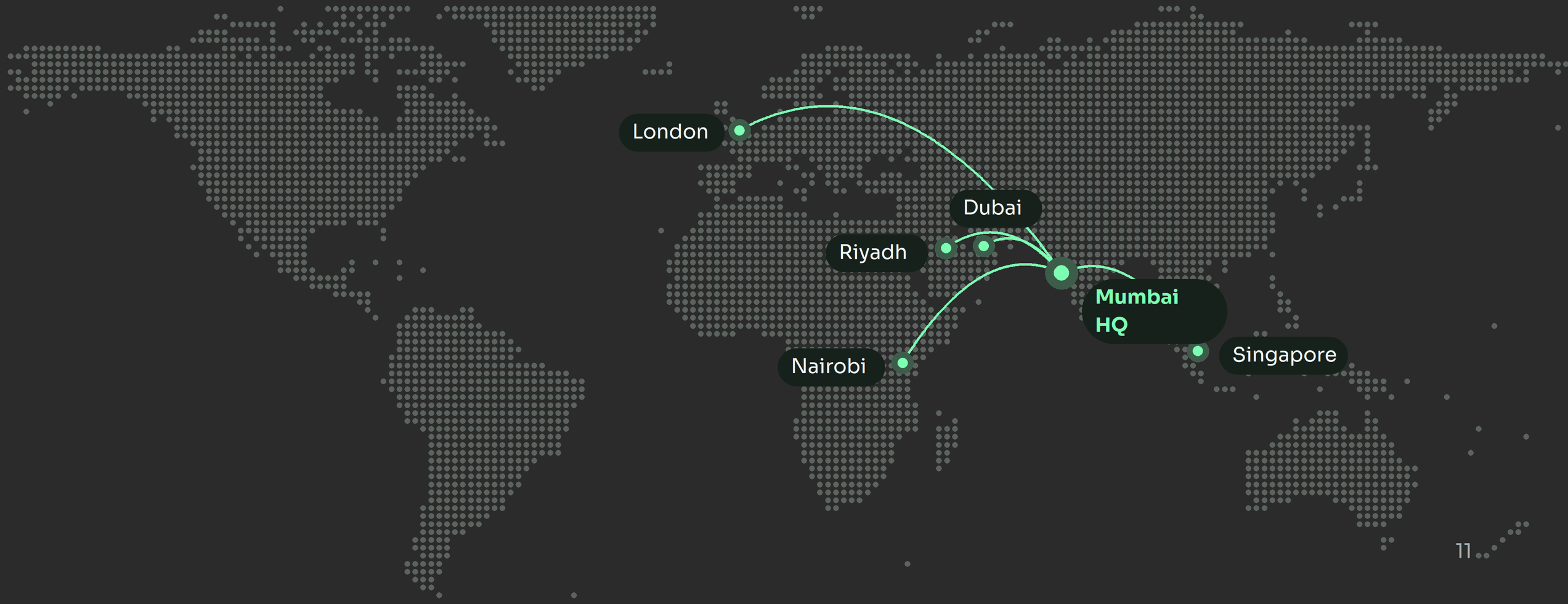
Headquartered in Mumbai with offices in Dubai and Riyadh, serving 85+ companies across 9 sectors.



- India, HQ in Mumbai
- Gulf, offices in Dubai and Riyadh

One team, six markets

From our Mumbai HQ to Dubai, Riyadh, Singapore, London and Nairobi.



SECTION 03 · VISION AND MISSION

Grow and Expand

VISION

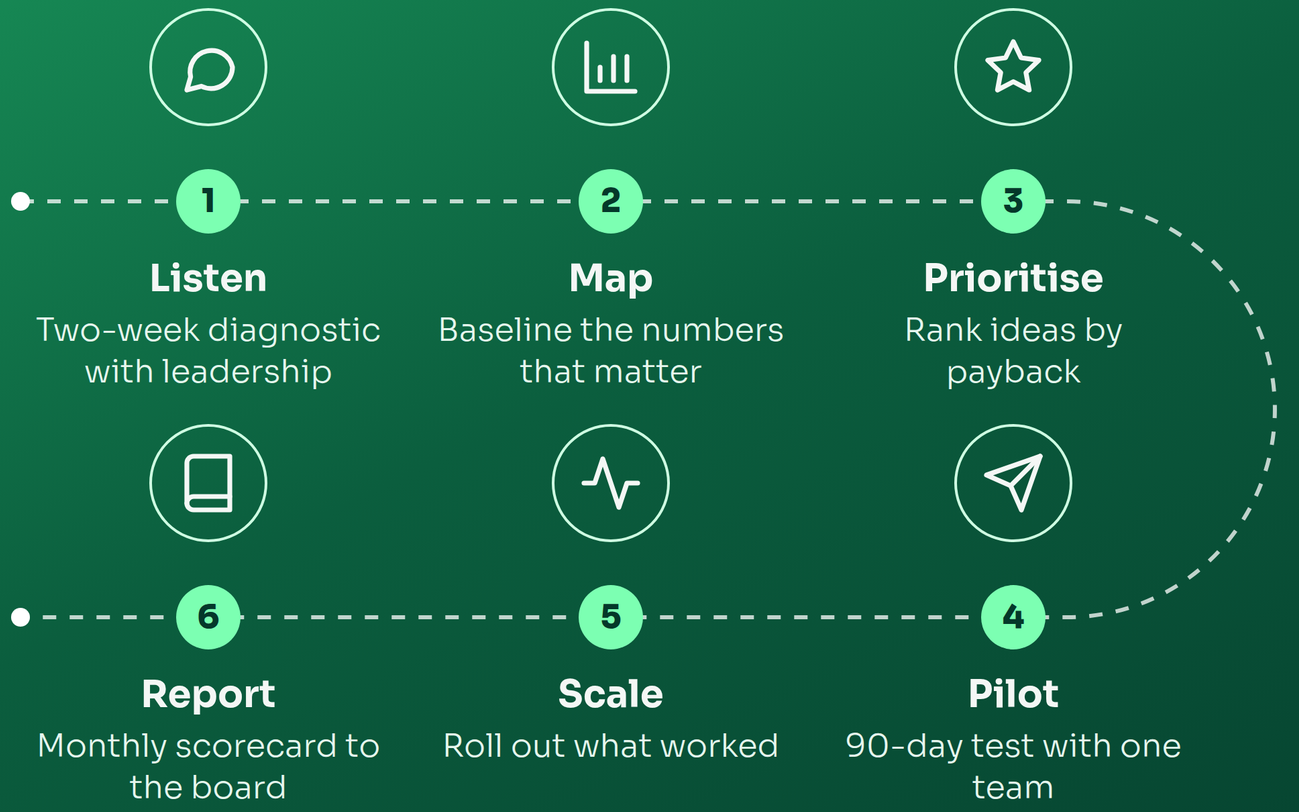
A region where every serious company can show, with numbers, that it is growing responsibly.

MISSION

Make transformation measurable, one quarter at a time.

How we work

Six steps, from a two-week diagnostic to a monthly board scorecard.



Services that pay back

Three practices where our clients see the return first.



Sustainable finance

Green bond readiness, ESG reporting, carbon pricing models.



AI adoption

Use-case sizing, pilot builds, team training.



Operations redesign

Cost, cycle time and supply chain fixes.

Five ways we help you grow

Sustainable finance

Green bond readiness, ESG reporting, carbon pricing models

AI adoption

Use-case sizing, pilot builds, team training

Operations redesign

Cost, cycle time and supply chain fixes

Risk and controls

Climate risk, model validation, audit readiness

Data foundations

Pipelines, dashboards, single source of truth

What clients get

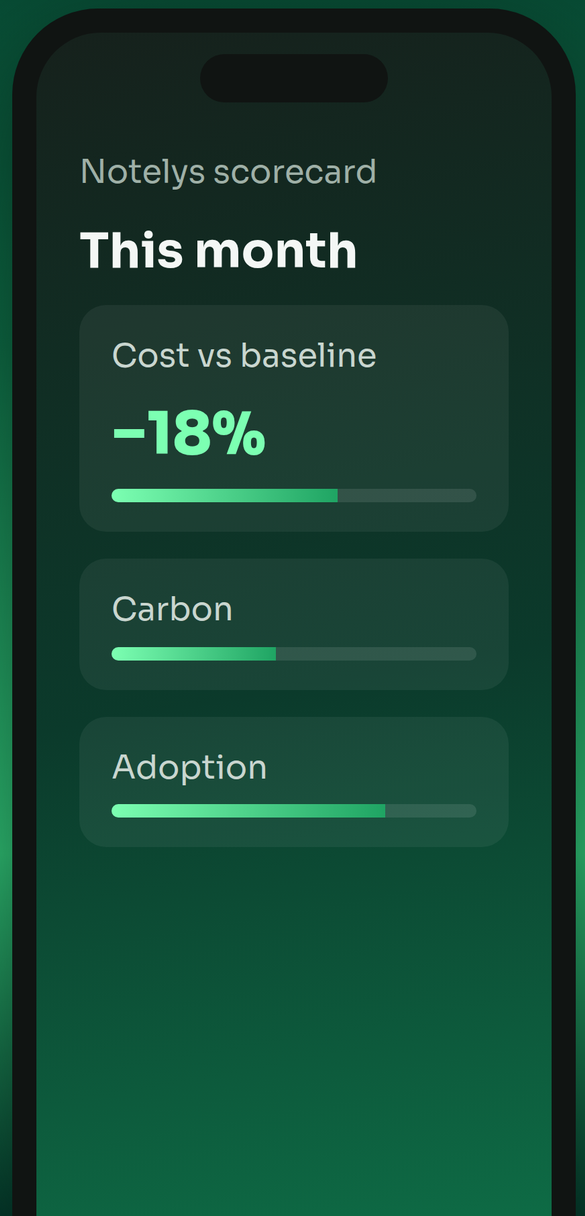
Every engagement is built to show measured results in 90 days, reported to your board every month in plain numbers.

- 90-day pilot
- Monthly scorecard
- Named partner
- Embedded team
- Training
- Audit-ready reports
- Fixed fees
- Exit plan

Your scorecard, in your pocket

Monthly dashboard on mobile

Cost, carbon and adoption, updated every month and written in plain numbers your board can repeat.



Cost

Savings tracked against the baseline we set in the Map step.

Carbon

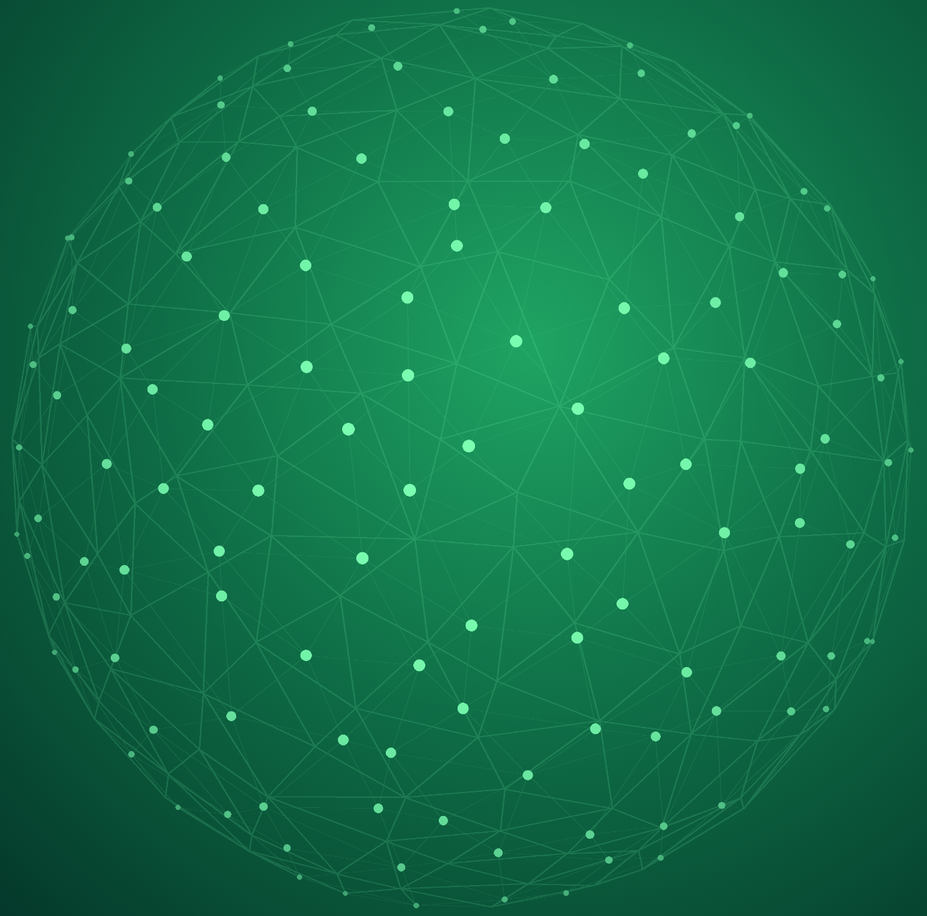
Emissions priced like any other cost line.

Adoption

How many teams use what we built together.

We search for Risks to maximise Results

Climate risk, model validation and audit readiness, priced honestly before they cost you.



Fees at a glance

Sample engagement fees, USD thousands

Engagement	What it covers	Fee (USD k)
Diagnostic	Two-week diagnostic with leadership	40
Pilot build	90-day test with one team	120
Scale-up	Roll out what worked	310
Retainer	Monthly scorecard to the board, per year	90
Total		**560**

Results

SECTION 05 · PROOF

Proof over promises

240

Projects delivered since 2016

18%

Average cost reduction for clients

92%

Client retention

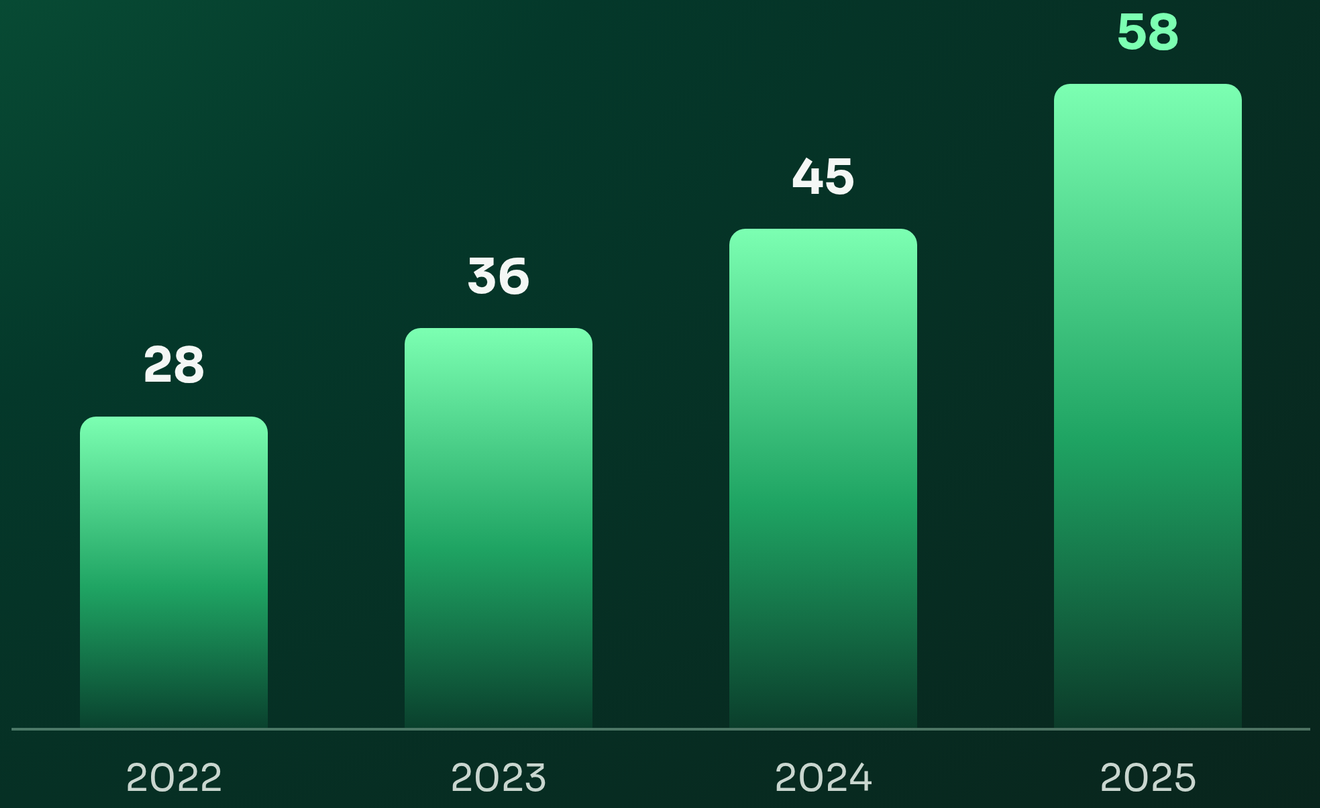
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Countries served

Delivery keeps growing

Projects delivered per year

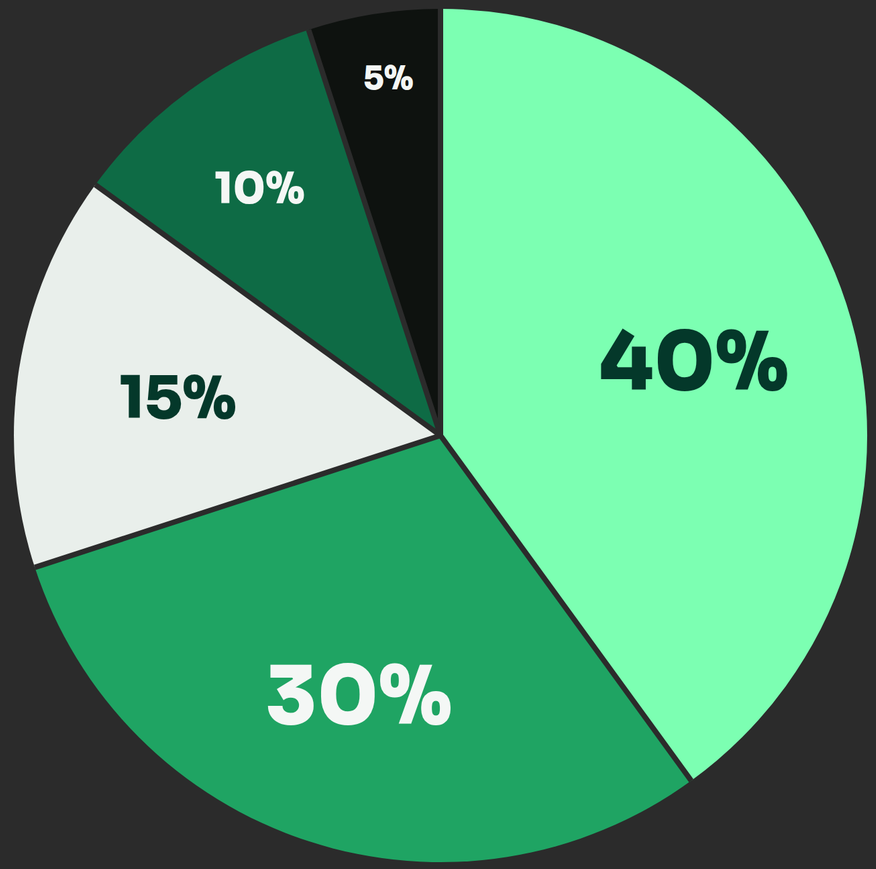
From 28 projects in 2022 to 58 in 2025, more than double in three years.



Where our work comes from

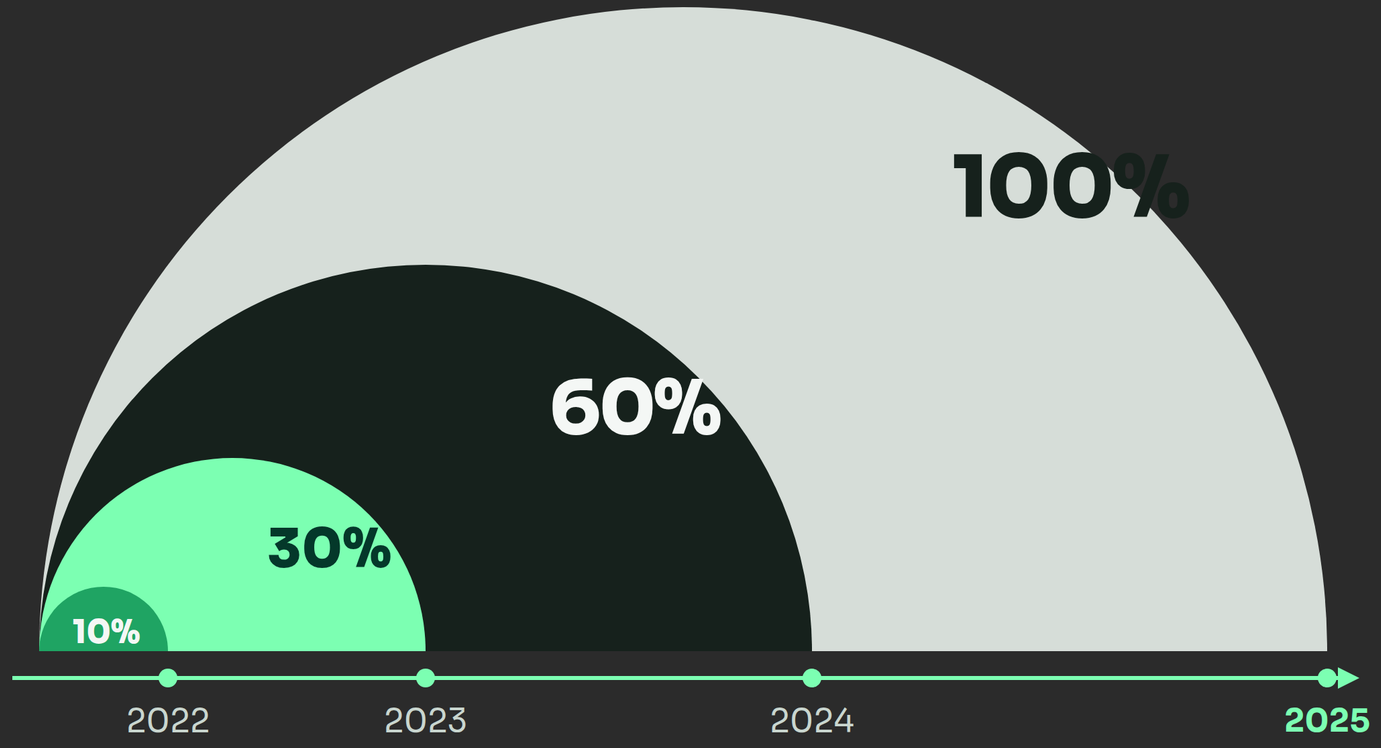
Revenue mix by service line

Sustainable finance	40%
AI adoption	30%
Operations	15%
Risk and controls	10%
Other	5%



Growth, step by step

Client base as a share of our 2026 target, from 2022 to 2025.



Thanks

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