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Foyens offers Lifeline to Companies Most at Risk in the Current Economic Crisis

Bangalore, India- September 24, 2009- Foyens Financial Solutions, a professional services Company offering finance and accounting services to small & mid-sized ventures, announced the launch of its Economic Survival Kit to help those companies most at risk in the current economic crisis—startups and small- to medium-sized businesses. The Survival Kit, which includes an initial financial consultation & 60 days trail* period of its F&A services with Foyens at no cost, provides companies with the insight they need into the financial health of their business, while at the same time reducing operational costs by as much as 60%.

The current business climate has industry experts and venture capitalists advising businesses to take drastic and immediate measures to prepare for an extended economic downturn. They are asking businesses to reassess existing growth, budget, and revenue plans; begin deep costing measures; focus on attaining positive, sustainable cash flow; outsource non-core activities; adjust sales strategies for shifting customer demand; and more. For many, at stake is nothing less than business survival.

Foyens provides the financial tools necessary to make more informed business decisions, while driving out costs and increasing operational efficiency, said Somashekar Lakshminarayan CEO & MD of Foyens Financial Solutions. —In this economic crisis, Foyens is the right service provider to help startups and SMBs gain control over their business finances so that they can bridge the gap to better times.

Foyens Economic Survival Kit provides essential outsourced finance and accounting services to businesses bringing to bear its highly experienced staff and established best practices. Equipping businesses with the resources and tools they need in this time of crisis, the Economic Survival Kit includes the following elements:

- **FTE Cost Savings:** Utilize outsourced Foyens accountants and financial analysts for 50-60% savings over local resources.
- **Comprehensive Financial Models & Analytics:** Establish reporting tools such as P&L by product and project as well as weekly cash flows for more informed business decisions.
- **Key Performance Indicators:** Establish metrics that monitor critical areas of the company and market.
- **Greater Operational Efficiencies:** Streamline functional areas via best practices and automation for increased productivity, accuracy, and speed as well as reduced costs.

Foyens also provides companies highly flexible contract options including 30-day cancelable terms as well as three pricing alternatives—FTE, Fixed Price or Time & Material (T&M), which gives companies the ability to transform their relatively fixed F&A cost structure into a variable cost structure.

About Foyens Financial Solutions

Foyens is a professional services Company offering Finance and Accounting (F&A) services to small and mid-sized ventures. Since its inception, Foyens has continuously focused on a delivery cadence to ensure a constant focus on attainment of profitability objectives, best practices and client satisfaction. Foyens collaborates with each client to deliver tailored business process solutions that range in complexity from individual transaction-based functions, such as accounts payable and accounts receivable, to full-service finance and accounting, including general ledger accounting and SEC financial reporting.

For more information about the trail period and/or about our services please visit <http://www.foyens.com>