



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

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Workshop on

“THE ART OF BUSINESS ANALYSIS: HOW GREAT INVESTORS READ COMPANIES”

Academic Year: 2026-27

Name of Event: A Workshop on “The Art of Business Analysis: How Great Investors Read Companies”

Organized by: Ms. Rachna Sharma, Assistant Professor, Department of Commerce

Date of the Event: 24th September, 2026

Time of the Event: 10:00 AM onwards

Mode: Offline

Location: Room No. 977, 7th Floor, 9th Block, MAIMS

Number of Students Participated: 60

Resource Persons: Mr. Sanjay Saraf, Founder & Lead Instructor, Sanjay Saraf Educational Institute (SSEI);
and Mr. Vidyut Kauntia, CEO, SSEI, Ex-Uber India and Swvl Dubai

“THE ART OF BUSINESS ANALYSIS: HOW GREAT INVESTORS READ COMPANIES”

The Department of Commerce, MAIMS, successfully organized an insightful and industry-oriented workshop titled “The Art of Business Analysis: How Great Investors Read Companies” on 24th September, 2026 under the aegis of IQAC. The event commenced with the felicitation of the distinguished Resource Persons. Prof. (Dr.) Manju Gupta presented a sapling and a memento as tokens of appreciation to Mr. Sanjay Saraf and Mr. Vidyut Kauntia, acknowledging their presence and valuable contribution.

The workshop aimed to provide students with practical insights into business analysis, company evaluation, and investment decision-making, thereby bridging the gap between academic learning and industry practices. It highlighted the relevance of analytical thinking in understanding businesses and assessing investment opportunities.

The session featured Mr. Sanjay Saraf, Founder & Lead Instructor, Sanjay Saraf Educational Institute (SSEI), and Mr. Vidyut Kauntia, CEO, SSEI, and former professional at Uber India and Swvl Dubai, as the distinguished Resource Persons.

Through their insights and industry experiences, the speakers introduced students to the fundamentals of analysing businesses, evaluating companies, and understanding factors that influence investment decisions. The session helped students appreciate how investors examine business performance, identify growth opportunities, and make informed decisions.

The workshop provided a platform for experiential learning and industry interaction, encouraging students to connect theoretical concepts with real-world business and investment practices. It also emphasized the importance of developing analytical skills for understanding companies and evaluating investment opportunities.

TOPICS DISCUSSED

1. Understanding Business Analysis and Investment Thinking

The session introduced the idea that investing involves more than comparing share prices or looking at a single financial number. Participants were encouraged to distinguish between a company’s present performance and its potential future value. The discussion highlighted the importance of understanding what drives a business, how it creates value, and whether its prospects justify its valuation.

2. Reading a Business Through Its Story, Numbers, and Competitive Strength

The speakers discussed how investors assess a company by considering its founders and leadership, customer demand, business model, and competitive advantage. The example of a food-ordering platform that began with a simple digital menu illustrated how a small idea can develop into a large business. The discussion emphasised the role of a durable information base, customer participation, and network effects in building a competitive moat.

3. Zomato’s Journey: From Startup to Listed Company

The workshop traced key stages in Zomato’s development—from its early beginnings and initial investment to its public listing and subsequent business expansion. The example showed how a company’s valuation and market perception can change as its business grows, faces challenges, and develops new sources of revenue. Participants were also introduced to the distinction between a company’s share price and its market capitalisation.

4. Valuation, Market Expectations, and Equity Research

The session examined how analysts interpret financial information and changing market conditions. The discussion of a research report that reduced a startup’s valuation illustrated how revenue, operating costs, cash burn, geographic expansion, and the wider interest-rate environment can influence valuation. It also

highlighted how investors may use different time horizons: some focus on near-term performance, while others assess long-term potential.

5. Evaluating Strategic Decisions: The Blinkit Example

The acquisition and development of Blinkit were discussed as an example of a business decision that attracted criticism at the time. The presentation covered quick-commerce challenges, including small order sizes, delivery costs, and the fixed costs of dark stores. It also outlined the strategic perspective: increasing order density, improving unit economics, building frequent customer engagement, and using dark stores as a wider delivery network. The example illustrated how investors may assess future possibilities alongside current results.

6. Financial Performance, Profitability, and Market Direction

The speakers highlighted that markets often respond not only to the size of a company's profits but also to changes in its financial direction. The presentation referred to the company's transition to profitability and its later inclusion in a major stock-market index as milestones. The discussion reinforced the importance of examining operating performance, business progress, and long-term value creation together.

7. Investor Judgement: A Case Discussion on Vodafone Idea

Participants were invited to consider Vodafone Idea as a live investment-analysis case. The presentation outlined factors such as debt and spectrum-related dues, subscriber trends, government ownership, fundraising, reported financial figures, and market valuation. It distinguished between an accounting gain and profit generated through regular business operations. The case encouraged students to weigh financial risk, industry structure, government involvement, and future prospects without assuming a certain outcome.

8. Career Pathways in Business and Investment Analysis

The workshop introduced career opportunities for students interested in analysing businesses and creating value within an organisation. Roles discussed included Business Analyst, Data Analyst, Financial Planning and Analysis (FP&A), Strategy, Corporate Development, Chief Financial Officer, and entrepreneurial leadership. External-facing paths included investment banking, equity research, consulting, venture capital and private equity, audit, accounting, taxation, and buy-side investment roles.

9. Skills and Professional Readiness

The session emphasised that employers look for more than academic qualifications or familiarity with a syllabus. Communication, analytical thinking, the ability to explain a company clearly, and the capacity to apply concepts to real business situations were highlighted as important skills. Students were encouraged to develop practical evidence of their abilities through company analysis, financial modelling, valuation exercises, and research projects.

10. Practical Learning Resources and Student Opportunities

The presentation introduced practical learning initiatives and resources, including an analyst-focused programme, financial modelling and valuation training, a finance-oriented CV support tool, a career bootcamp, and the Analyst Arena equity research championship. These opportunities were presented as ways for students to practise analysing real companies, develop professional skills, receive feedback, and demonstrate their work beyond classroom learning.

Overall, the topics covered helped students understand that business analysis combines financial knowledge, industry awareness, strategic thinking, and informed judgement. The workshop connected classroom concepts with real business examples and introduced students to skills and career pathways in finance and investment analysis.

The programme concluded on a note of appreciation and enthusiasm. Overall, the workshop served as a meaningful initiative to strengthen industry-academia interaction and promote practical learning among students, while deepening their understanding of business analysis and finance.

Glimpses of the Workshop

